


LIFE

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TALENTED FAMILY TOGETHER

20 CENTS

AUGUST 30, 1954

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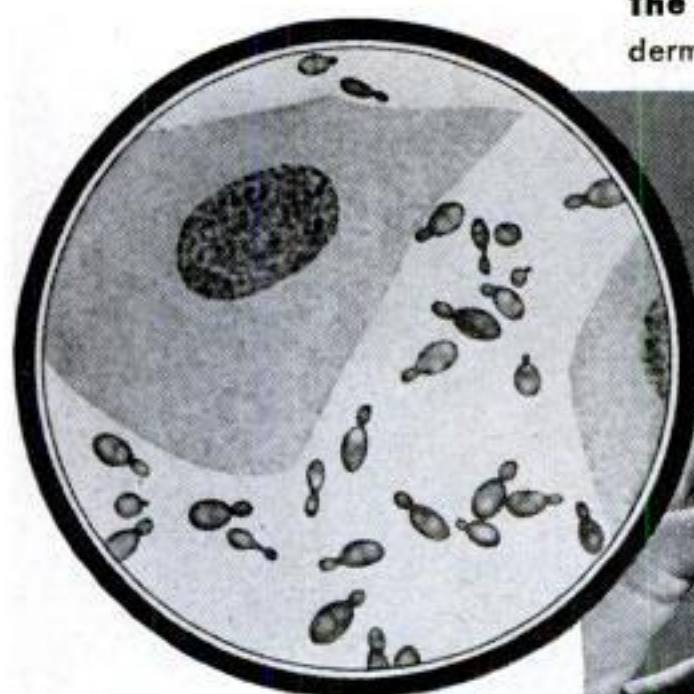


Here is the truly contemporary pattern you've been looking for, hoping for! Different, daringly different, from yesterday's silverware! Each sweeping piece of South Seas is individually designed, newly proportioned, strikingly today in every detail. You'll love the new-idea free-form handles . . . the handsome new-size functional place knives and forks.

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The stubborn "BOTTLE BACILLUS" (P. ovale) which many dermatologists say is a causative agent of infectious dandruff.



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germs including
the stubborn "Bottle Bacillus" (P. OVALE)

MANY PEOPLE never realize that they have infectious dandruff until they see those recurring telltale flakes and scales on the hair, coat or dress shoulder. When dandruff is due to germs, it's a real infection so don't neglect it. It calls for quick treatment . . . persistent treatment . . . antiseptic treatment!

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Kills "Bottle Bacillus"

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Improvement in 76% of Test Cases

As you progress with this simple, pleasant treatment, you'll be delighted to see how quickly those flakes and scales begin to disappear . . . how readily itching is alleviated . . . how much healthier your scalp feels.

Remember, in clinical tests twice-a-day use of Listerine Antiseptic brought complete relief or marked improvement in dandruff symptoms within a month to 76% of dandruff sufferers. Lambert Pharmacal Company Division of The Lambert Company, St. Louis 6, Mo.



CHILDREN AREN'T
IMMUNE

At the first symptom



LISTERINE ANTISEPTIC

... QUICK! and REGULARLY

Every week on Television—"THE ADVENTURES OF OZZIE & HARRIET"

SPEAKING OF PICTURES

An Australian cartoonist thinks up new uses for statues

George Molnar, an Australian cartoonist, believes the world would be a happier place if there were more statues. To forestall the possible criticism that the number of statueless parks is limited, Phoenix House of London is publishing this fall a book of Molnar's cartoons titled *Statues* showing the ingenious ways statues might be used.

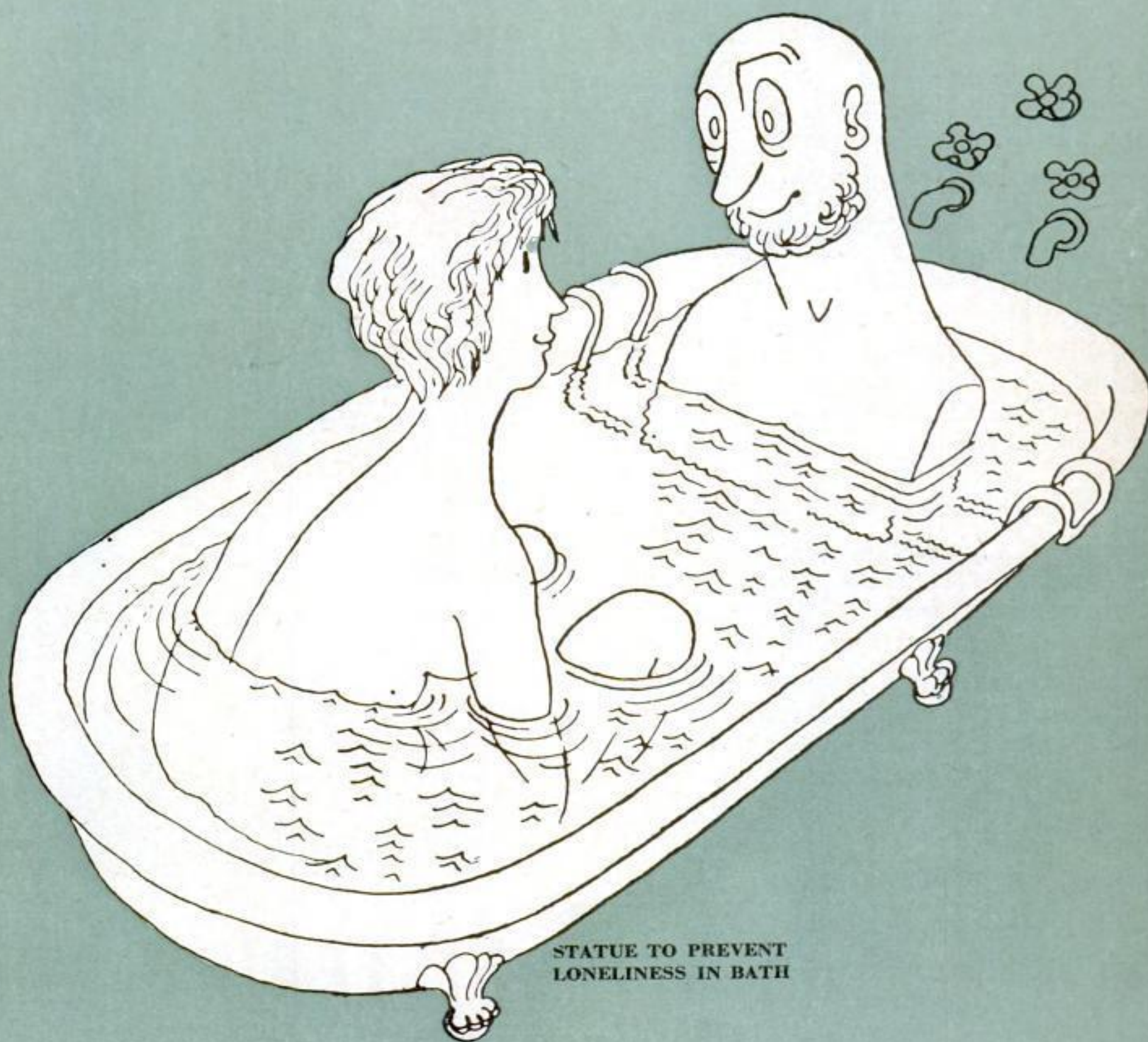
In Molnar's happy world, statues are used to brighten the hours of lonely people (*right*) and are put to everyday household uses (*below*). For political purposes Molnar is happy to supply a reversible statue, with its own permanent pedestal (*opposite, top*), which can satisfy either side in a revolution no matter who eventually wins. He has even given the expired sculptor a proper grave (*opposite, below*).



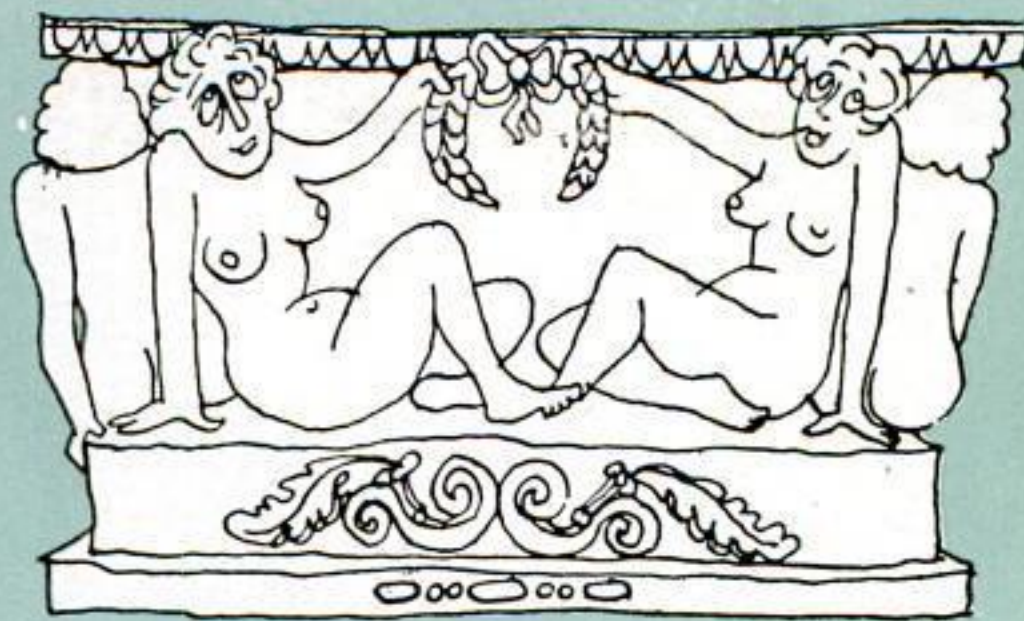
STATUE FOR LONELY WALKS (AVAILABLE FOR HIRE)



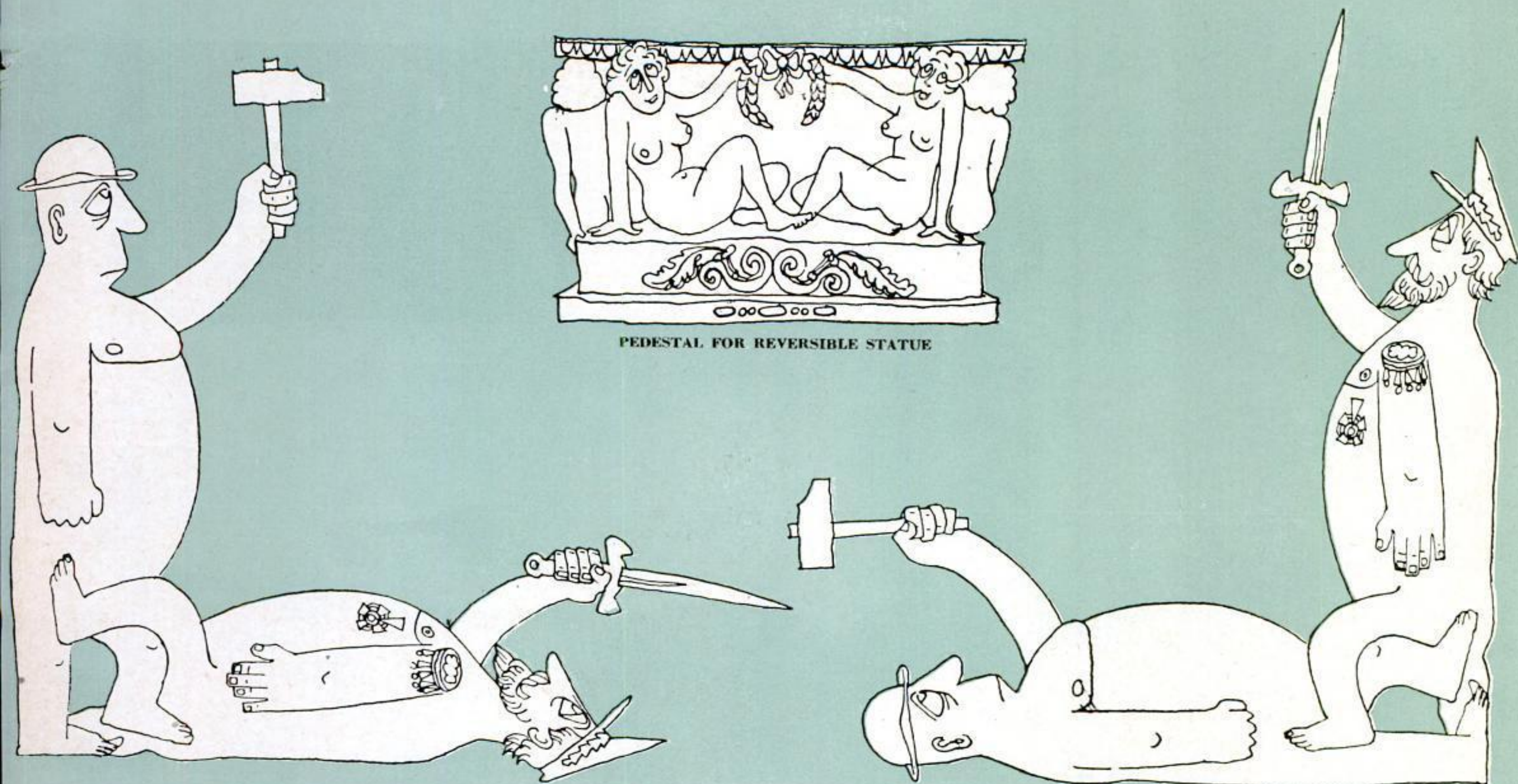
STATUE TO COMMEMORATE
DISCOVERER OF ZIP FASTENER



STATUE TO PREVENT
LONELINESS IN BATH



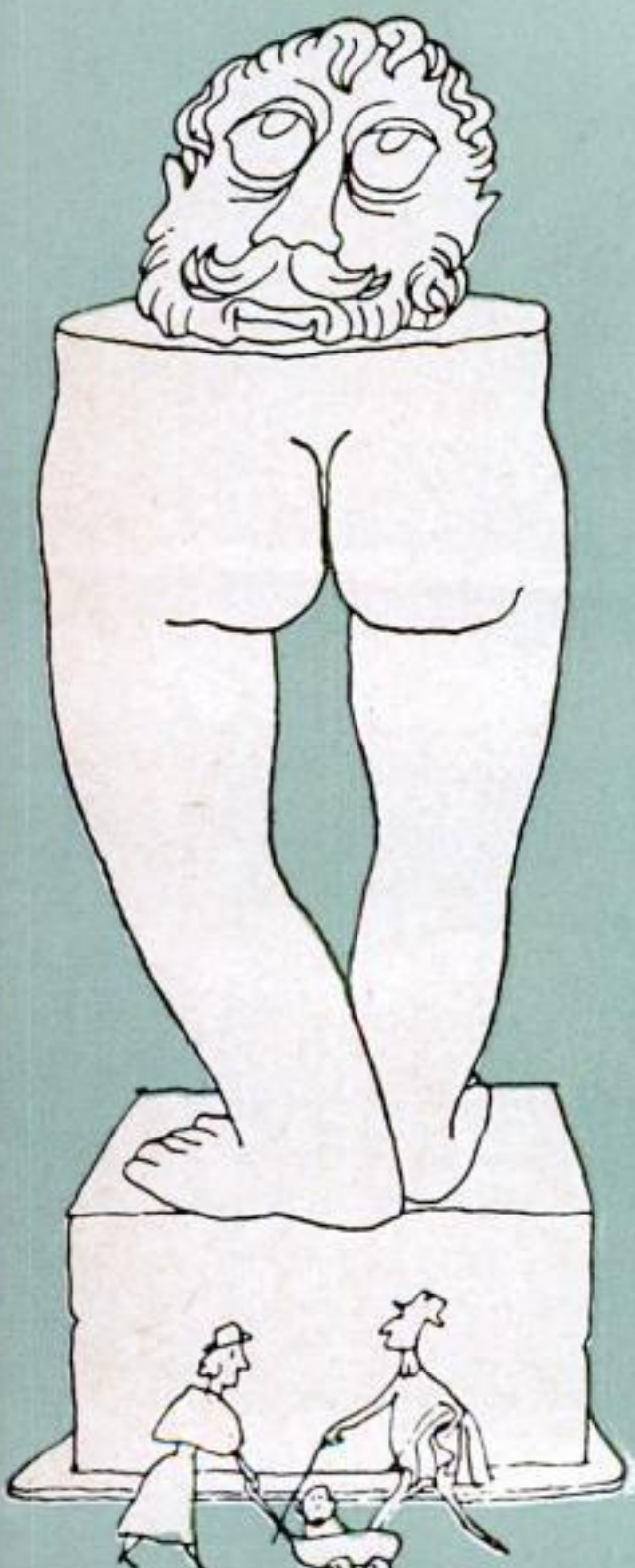
PEDESTAL FOR REVERSIBLE STATUE



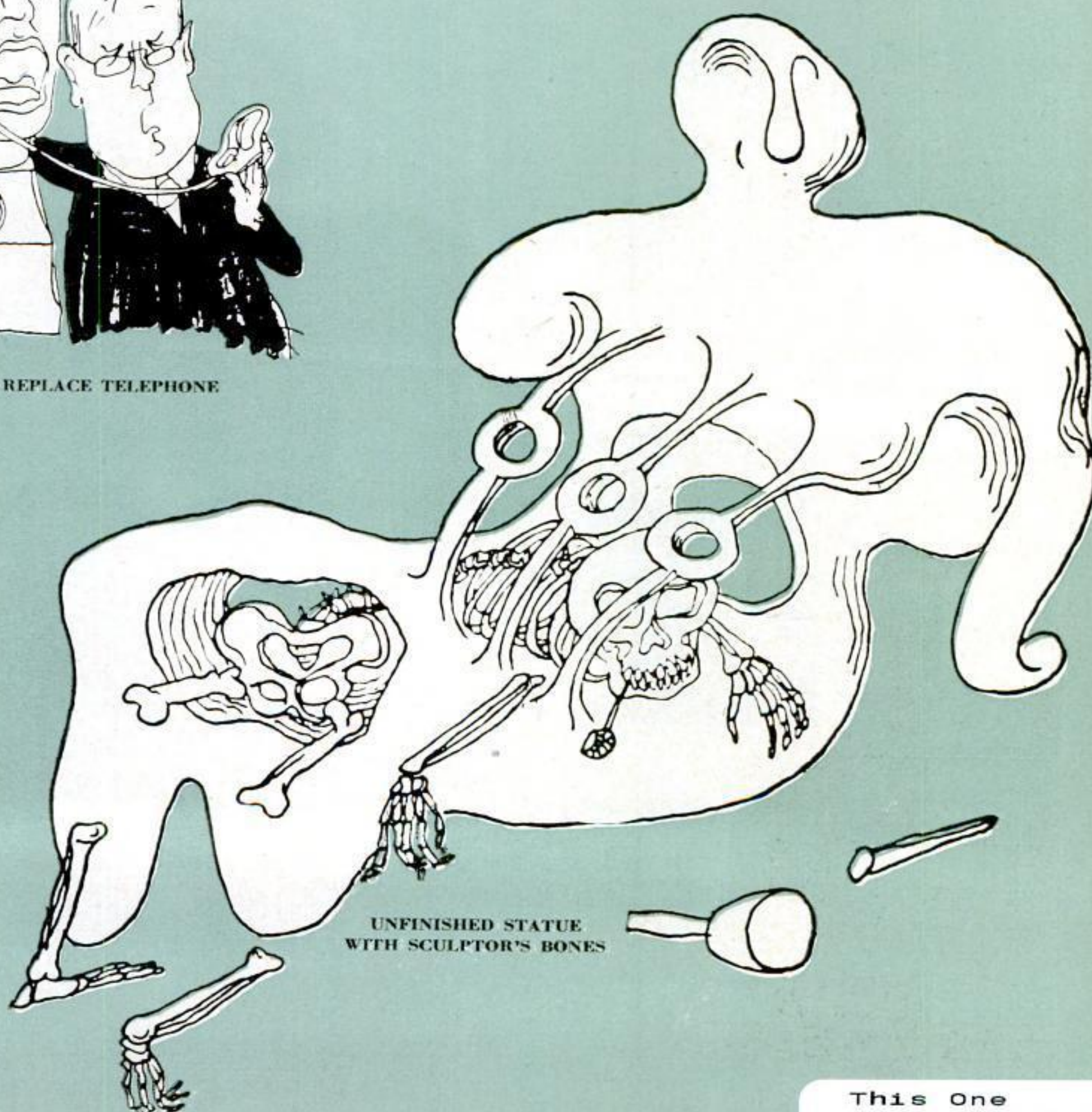
STATUE FOR SOUTH AMERICAN CIVIL WAR CAN SHOW EITHER WORKER (LEFT) OR GENERAL (RIGHT) AS VICTOR, SIMPLY BY BEING TIPPED



STATUE TO REPLACE TELEPHONE



MONUMENTAL STATUE
FINISHED ABRUPTLY DUE TO
LACK OF FUNDS



UNFINISHED STATUE
WITH SCULPTOR'S BONES

This One



8PD7-QS4-D2Y4

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LETTERS TO THE EDITORS

LIVE BALLAST

Sirs:

The nerve of those Chesapeake boys in your story "Boat's Live Ballast" (LIFE, Aug. 9) calling a small bugeye a "log canoe!" A real sailing canoe is built as delicately as a fine violin. Here (below) is a picture of a real sailing canoe during the meet of the Western Canoe Association on Lake Erie about 1900, when more than a hundred men gathered for canoe races. . . .

HOUSTON GADDIS

Marshall, Va.



SAILING CANOE ON LAKE ERIE IN 1900

● Mr. Gaddis' delicate sailing canoe has a different lineage from the oldtime Chesapeake log canoe LIFE pictured. Log canoes were developed by early settlers who improved on Indian dugouts by bolting two or more logs together to form wider hulls. The so-called bugeye evolved from the log canoe as a larger cargo-carrying vessel. But modern sailing canoes date only from 1865 when globe-trotter John MacGregor built his famous cruising canoe, *Rob Roy*.—ED.

HAMLET ENIGMA

Sirs:

It would take a great deal to detract from LIFE's haunting pictures of Elsinore ("A Hamlet Enigma at Elsinore," LIFE, Aug. 9) but Melchior's strained search was almost equal to it. Many Baconians believe that the epitaph is proof that Shakespeare hoped his grave would not be disturbed when the wrath of a duped nation turned on him when the true authorship was discovered. . . .

MILES CLARK

Coachella, Calif.

Sirs:

TO BE, or nOT TO Be—THAT is THE QUESTION
 4 3 5 1 4 2 7 4
 4=D 4=D
 3=R 2=E
 5=O 7=A
 1=P 4=D

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Sirs:

I must disagree publicly with the conclusions arrived at by Mr. Melchior and Mr. Shulman—both of whom I know as gentlemen of integrity. . . . From a purely cryptographic standpoint the "solution" is forced. Mr. Melchior invents spellings, creates extra alphabets and admits inconsistencies—all most conveniently. The "solution" is not singular. Simply by taking the original numbers in pairs and cryptanalyzing, I have come up with the following "solution" (among others): TWENTIETH FOX HAMS C.E.—a clear warning from the Bard that Darryl Zanuck is not to be entrusted with filming *The Comedy of Errors*. . . .

DAVID KAHN
President

New York Cipher Society
Great Neck, N.Y.

● Like the argument over whether Bacon or Shakespeare really wrote the plays, arguments over Mr. Melchior's solution could go on indefinitely. For instance, in reply to Mr. Kahn's letter, Mr. Melchior says, "Mr. Kahn, by pairing the numbers, comes out with only 18 units. But it is an accepted cryptanalytical fact that a deciphered message of less than 30 units has multiple solutions. My cryptogram, however, has 38 units."—ED.

PANSY THE PANGOLIN

Sirs:

"Pansy the Pangolin" (LIFE, Aug. 9) took me back to 1938 when one of my shipmates picked up a young tree pangolin in Belawan, Sumatra.

Not knowing of his finicky stomach, his owner fed him a conglomeration of ground meat, vegetables and milk with an occasional shot of gin for pep. . . .

Despite all the rigors of the two-month voyage home, the animal made it back to New York in good shape. It was only then that his owner learned that he was perhaps the first man in history to bring a pangolin into the Western Hemisphere alive! He was given to a Washington, D.C. zoo. But perhaps because he missed his shot of grog, a few days later the little pangolin died.

JACK FOLLANSBEE

Encino, Calif.

JET TRANSPORT

Sirs:

You showed a color picture of the new Boeing jet transport which you say is cruising at "550 mph." It must be quite a plane if it can cruise at that speed with gear down and full flaps.

WILLIAM H. SNOW

Vineyard Haven, Mass.

● The 707 does cruise at 550 mph but for LIFE's picture had to lower its flaps and landing gear to avoid zooming past the photographer in his 300-mph KC-97 Stratofreighter.—ED.

ICE SLICE

Sirs:

In "Nice Ice Slice" (LIFE, Aug. 9) you show ice skater Desmond Scott slicing an apple with his ice skates. That's a very old trick. I did that when I was 9 years old with a pair of roller skates. That apple is precut right in the center.

RICHARD DEAL

Del Paso Heights, Calif.

● Aware of the old trick, LIFE checked this point specifically. Mr. Scott nicks the apple slightly on top beforehand to insure a split down the middle, but then actually cuts the apple with his skate.—ED.

GREAT DAY IN EGYPT

Sirs:

In your story about the Suez Canal ("After 25 Centuries: Great Day in the Land of Egypt," LIFE, Aug. 9) you say that the canal is the only ocean vessel canal without locks. Shame on LIFE for not knowing that the Chesapeake and Delaware Canal is an ocean vessel canal without any locks.

W. WRIGHT KIRK

Carlisle, Pa.

● LIFE should have said that the Suez is the only major canal without locks.—ED.

HIGHLAND FLINGING

Sirs:

In your story on the movie *Brigadoon* ("Highland Flinging," LIFE, Aug. 9) you say Scotland heather was California sage sprayed with lavender paint. But I read elsewhere that it was genuine heather imported from Scotland.

MRS. ROBERT TERENTIEFF

Stratford, Conn.

● MGM had a few bushes of real heather on the set but most of it was tinted sage and miniature oak. Below, Director Vincente Minnelli supplies the proper color.—ED.



DIRECTOR MINNELLI TINTS HEATHER

DISCOUNT HOUSE FUSS

Sirs:

Congratulations for showing the public the menace that faces the legitimate appliance dealer today in your article, "Discount Houses Stir Up a \$5 Billion Fuss" (LIFE, Aug. 9).

JAMES MASTERS

Lancaster, Pa.

Sirs:

You have given the retail-and-service man nothing but a black eye. Let your discount houses crowd out the retailer as your article suggests and they will have to sell at even lower prices to maintain any volume because a lot of people will be out of work and can't patronize them.

DON DELESS

Green Bay, Wis.

Sirs:

The "legitimate businessman" screams to the high heavens about free enterprise and then wants his profits protected down to the last penny. The fair-trade laws are the greatest conspiracy ever dreamed up against the consumer by profit-hungry, unimaginative businessmen. You pay the price on the tag, they wrap it up and you walk out. No dealing, no dickering, no fun! What a dull way to spend your money. There's nothing like good deals to jar loose stagnant dollars.

H. MCBRIDE

Stockton, Calif.

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DO-IT-YOURSELF CONVERTS WORK AT A PITTSBURGH LECTURE, IN A GOANESE INVASION, ON A MANHATTAN BRIDGE

COULD GEORGE DO IT BETTER?

Eddie Cantor is credited with saying that everyone has two businesses—his own and show business. Today it's a little different. Everyone still has two jobs, but they are (1) his own and (2) that of the do-it-yourself home mechanic. LIFE hastens to boast that it has been a willing pioneer in this war-born boom of do-it-yourself with articles on everything from building a crabgrassless lawn or an attic storage unit to upholstering a chair or planting a children's garden.

Amateurs used 75% of the paint sold last year and spent some \$3 billion on power tools and materials, but in fairness to the traditional rights of minorities it should be pointed out that there is a happy, relaxed group known as the "let-George-do-it-himselfers" who, according to a recent article in the N.Y. Times, "not only do not do-it-themselves . . . but have no intentions of ever

doing-it-themselves." But the minority must be dwindling, as is best evidenced by 69-year-old Mrs. Conley (*above and p. 71*) who has no intention of letting George, or anyone else, do her work for her.

Two other do-it-yourselfers, both journalists, made news this week. In Manhattan, *Mirror* Photographer Bob Wendlinger arrived at the scene shown on page 21. Rather than stand by and get a prizewinning suicide picture like his last one (*LIFE*, March 10, 1952), Wendlinger climbed a bridge cable (*above*) and talked the man out of it. And in Goa, India reporters and photographers waiting at the border for the first arrivals in a promised peaceful "invasion" of Goa supported by Nehru (*pp. 29, 30*) were surprised by invader No. 1 (*above*), no Goan, but enterprising TIME-LIFE Correspondent Alex Campbell, who obviously trusted neither George nor Jawaharlal to be there first.

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No wonder she will be up on her toes!

ALL MORNINGS SEEM FILLED WITH SUNSHINE — when your first luxurious stretch, your glorious feeling of well-being, say you've had a *grand* night's rest! But a too-soft or too-hard mattress, nervous tensions or allergies could rob you of all this. So why don't you look into the famous AIRFOAM-ENGLANDER slumber mates? They have brought deep sleep, new vitality to millions! Goodyear, Airfoam Dept., Akron 16, Ohio.

These are yours, through the years, with AIRFOAM-ENGLANDER—

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THE SLEEP THAT'S 3 LAYERS DEEP—The sleepful advantages of AIRFOAM (1) are enhanced by the yielding upper spring layer (2) that fits your body weight and contour—and the firm lower spring layer (3) of the ENGLANDER RED-LINE FOUNDATION.



AIRFOAM Mattress.....\$69.75
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COUNCIL'S PRESIDENTS are, from left: Bishop Eivind Berggrav, Church of Norway; Archbishop Athenagoras of London, Greek Orthodox; Dr. Marc Boegner,

French Reformed Church; Archbishop of Canterbury, Geoffrey Francis Fisher, Church of England; Bishop G. Bromley Oxnam of Washington, D.C., Methodist.

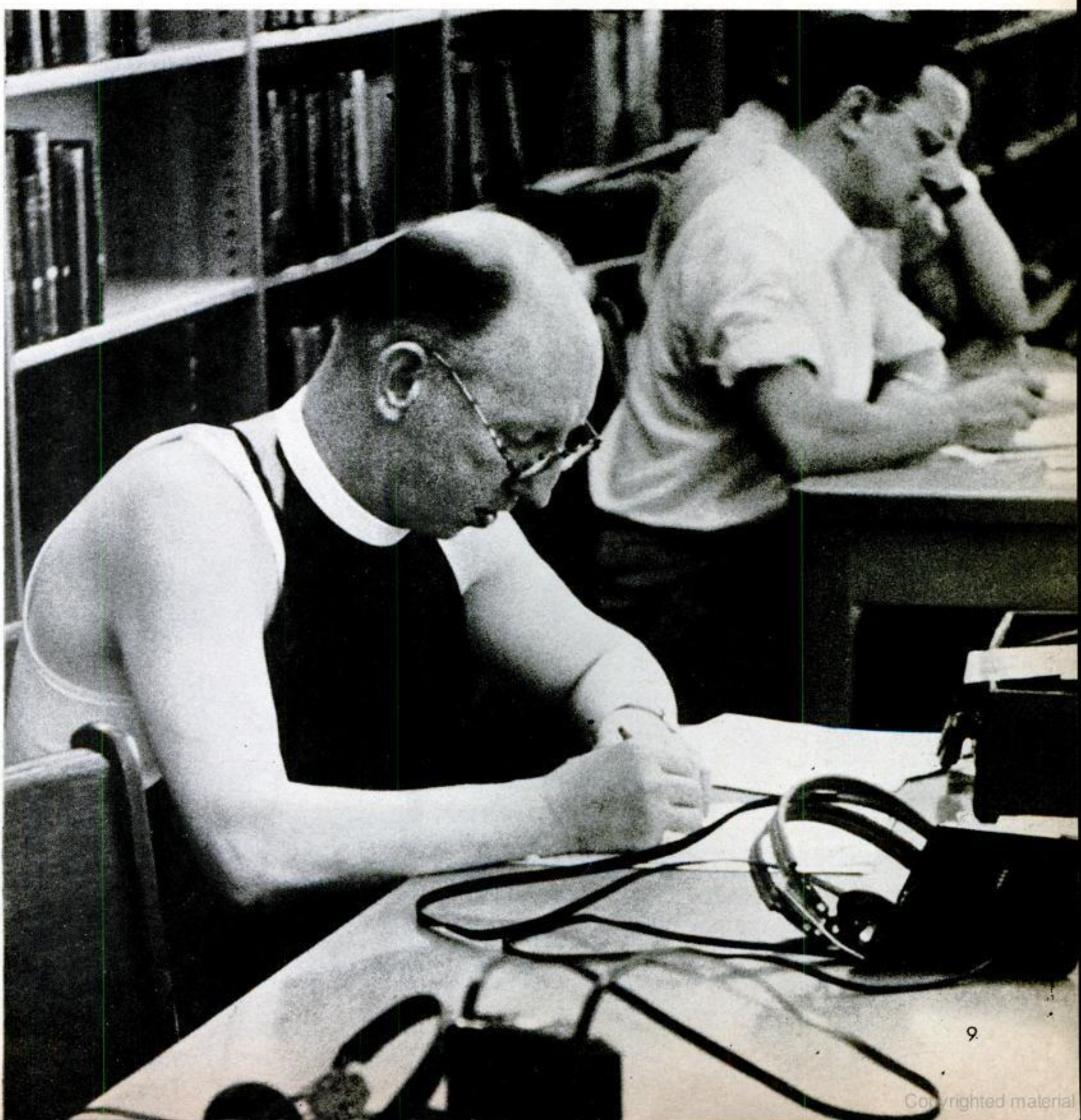
HARD WORK FOR CHRISTIAN UNITY

Last week in Evanston, Ill. five distinguished clergymen from different parts of the world stood together (*above*) dressed in robes that told of widely differing religious traditions. On Evanston streets Ethiopians in turbans walked beside Anglicans in black cassocks, and Scandinavians in medieval ruffs joined thousands of plain-garbed Baptists and other believers in an international religious gathering.

It was a great moment, for never before had there been a meeting of so many Protestants and other denominations like the Greek Orthodox. They had come for the second Assembly of the World Council of Churches which hopes to unite all Christians into one body. It was 900 years ago, in 1054, that the Eastern See at Constantinople and the Western See at Rome broke apart, followed 500 years later by the Protestant Reformation. But now the churches want reunion (of the large groups only the Roman Catholic and Russian Orthodox were absent) and the theologians (*right*), got down to the hard work of the meeting, for, as one delegate put it, "We've got to think through our barriers before we can tear them down."

The longing for unity was apparent when 125,000 persons packed Chicago's Soldier Field (*next page*) for the opening pageant on Aug. 15. Midway in the program, in the vastness of the stadium, a lone, clear, metallic voice rang out. "Who are you to have come?" it asked. "We are Christians," 125,000 voices answered almost as one. "From where have you come?" the voice asked again. "From 48 countries on five continents," the crowd boomed. "Why have you come?" "We have come to worship God."

PERSPIRING THEOLOGIAN Richard Hartford from Ireland tries to keep cool during a discussion.



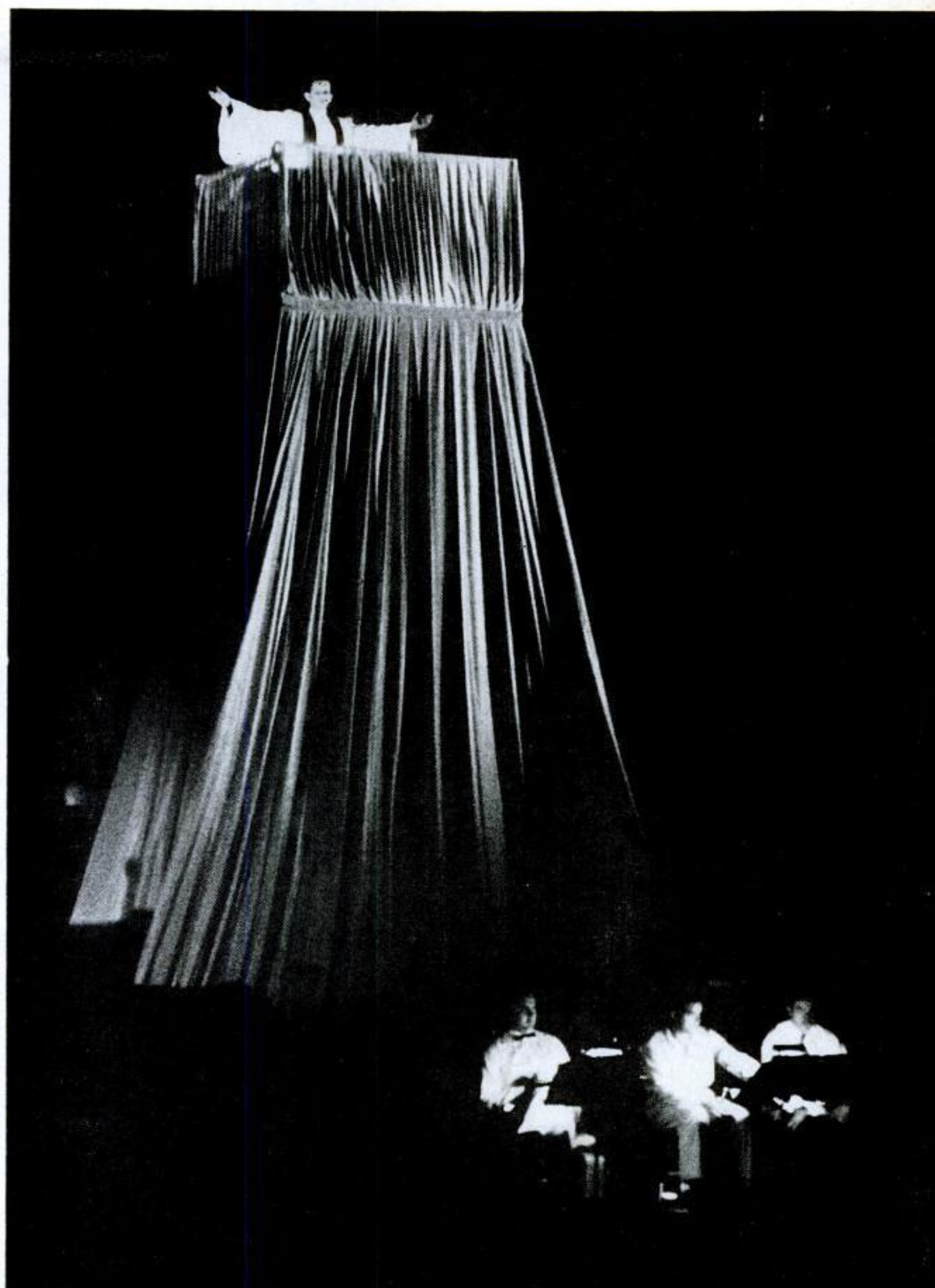


THE POWER AND THE GLORY of Christendom becomes manifest as, with powerful spotlights playing upon the stadium's Greek colonnades, 125,000 voices

sing out *Faith of Our Fathers* and the World Council delegates, attired in native dress and ecclesiastical garb, stream across the green field, splitting half to the



right and half to the left to enter the stands. Reviewing the majestic procession in the middle of the field are the council presidents and other executives.



"I SAW A NEW HEAVEN," a narrator intones from book of Revelation as he stands with lifted hands atop a 19-foot-high, gold-draped pylon at end of stadium.



INTERNATIONAL FLAVOR is shown by a member of German Evangelical Church (*left*) and Indians who say their churches were founded by St. Thomas.



A EUROPEAN VIEW was expressed by Dr. Edmund Schlink (*left*), a professor at Heidelberg University, and Dr. Anders Nygren, Bishop of Lund, Sweden.



AN AMERICAN VIEW was represented by Dr. Robert L. Calhoun, a Yale professor, and Dr. Henry P. Van Dusen, president of Union Theological Seminary.

MUST CHRISTIAN HOPE WAIT FOR THE SECOND COMING OF CHRIST?

Not only were the delegates at Evanston miles apart on such unifying questions as baptism, communion and the ordination of ministers but they could not even agree on the meaning of the assembly's main theme, "Christ, the Hope of the World." Most of the trouble was caused by a knotty word "eschatology," which is usually translated as the doctrine of last things, or, more specifically, the Second Coming of Christ on Judgment Day. Some theologians, primarily those from European countries, think Christian hope lies mainly in the Second Coming and that there is not much hope for the betterment of either man or society until then. Their pessimism derives, in part at least, from their long experience with

recurring wars and man-made destruction. But other theologians, primarily American, while admitting that ultimate fulfillment is yet to come, nevertheless think that a lot can be done to improve society here and now.

On the very first day of the Evanston meeting the opposing viewpoints popped out in discourses delivered by American Theologian Robert Calhoun (*above, right*) and German Theologian Edmund Schlink (*above, left*). Calhoun declared that he had found unmistakable signs "of the breaking in of God's kingdom here at home in the advancing conquest of diseases and hunger, the abolition of chattel slavery and the extension of Christian conscience from private to public affairs." But Schlink replied,

"The name of Christ is taken in vain if it is used as a slogan in this world's struggle for its own preservation. The decisive question is not how can we manage to avoid wars and disasters, but rather how do we stand in God's eyes."

On and on the arguments went in 15 discussion groups, in which some Americans took the European view and vice versa. In exasperation one delegate declared, "Sometimes I think we ought all to heed the Bible where it says, 'Be still and know that I am God.'" But as the talk and soul-searching continued there was a growing feeling that a message of Christian fellowship could be drafted to serve as a rallying point for men of goodwill in a world that is "sick with false hopes and hopelessness."



A NOTED GERMAN, Bishop Otto Dibelius, leads the Evangelical Church in West and East Germany.



A BRITISH BISHOP, G. K. Bell (*left*), has presided over council's Central Committee since 1948.

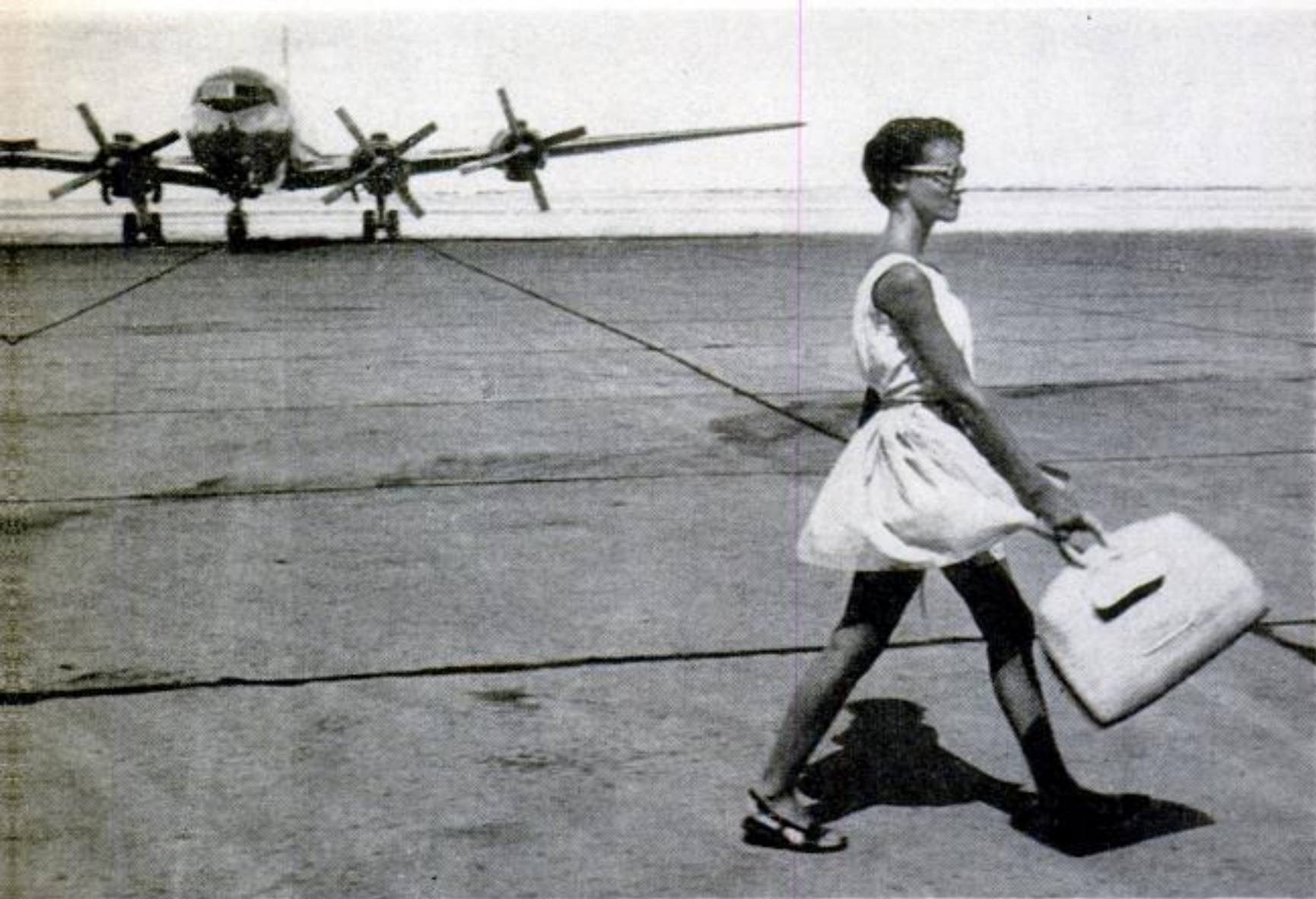


A FAMOUS JAPANESE, Toyohiko Kagawa, warned of Communist gains among Japanese labor.



WITH BOWED HEADS delegates pray at plenary session for success of the assembly. They sang hymn, *In Christ There Is No East or West*, to show that the

church is above present political struggle. Only Iron Curtain countries to permit clergymen to attend, however, were East Germany, Czechoslovakia and Hungary.



'LEAVING AIRPORT, Margaret Ellis hurries from airline office across runway carrying an overnight bag containing a dress she will wear at work in store.



WELCOME to their jobs came from Stanley Marcus (*back to camera*). They are sitting in plush bridal salon where some of them wanted to work as salesgirls.



AT WORK MODELING nightgowns and pajamas, girls are slightly nervous as they await their turn to parade before afternoon shoppers. Despite only brief



guidance from store's models, they showed remarkable poise and were warmly applauded by customers. Said Marcus, "I can scarcely tell them from our regulars."



SALESGIRL SHOPPERS found the 10% store discount irresistible. Clerk Beverly Goff (*left*) examines crystal while Phyllis Curnutt tries on some hats.

FROM SKIES TO STORE

Texas gallantry takes over during pilots' strike

At first the girls were worried. American Airlines was laying off all stewardesses until the three-weeks-old pilots' strike was settled, and here were 163 of them stranded in their home base, Dallas, with no money coming in. In the midst of the sullen gloom came a brilliant surprise from Dallas' well-known \$25 million store, Neiman Marcus. Stanley Marcus, the store's president, has a talent for instinctive showmanship and has also done enough flying to know that stewardesses are pretty and bright. Courteously he threw open the fancy glass doors of his six-story store and offered all the stewardesses work selling or modeling. The new jobs earned them \$7.50 a day, approximately two-thirds their flying salary and enough to send them on jubilant buying sprees. Despite the lucrative interlude, however, they all longed to get back up in the clouds.

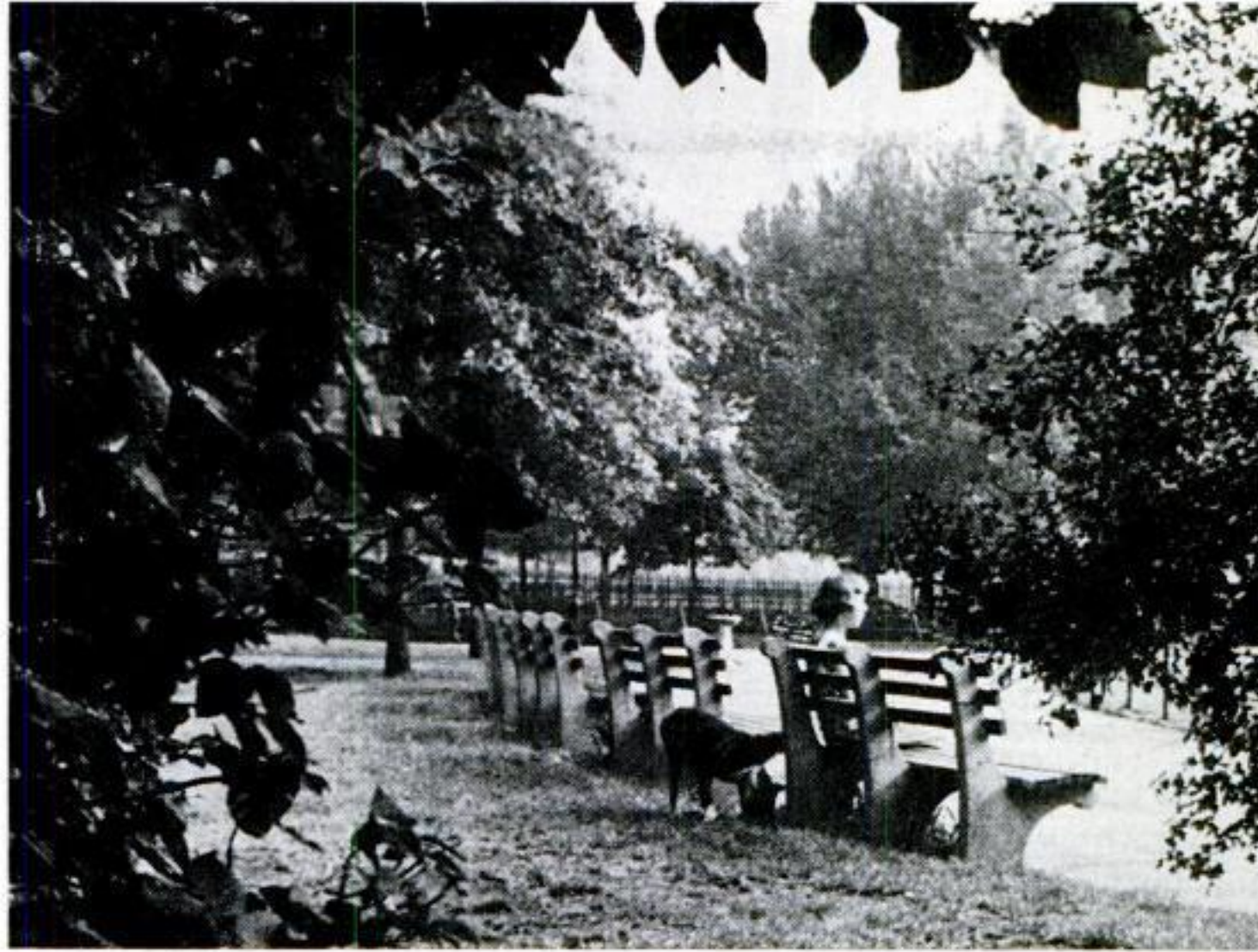
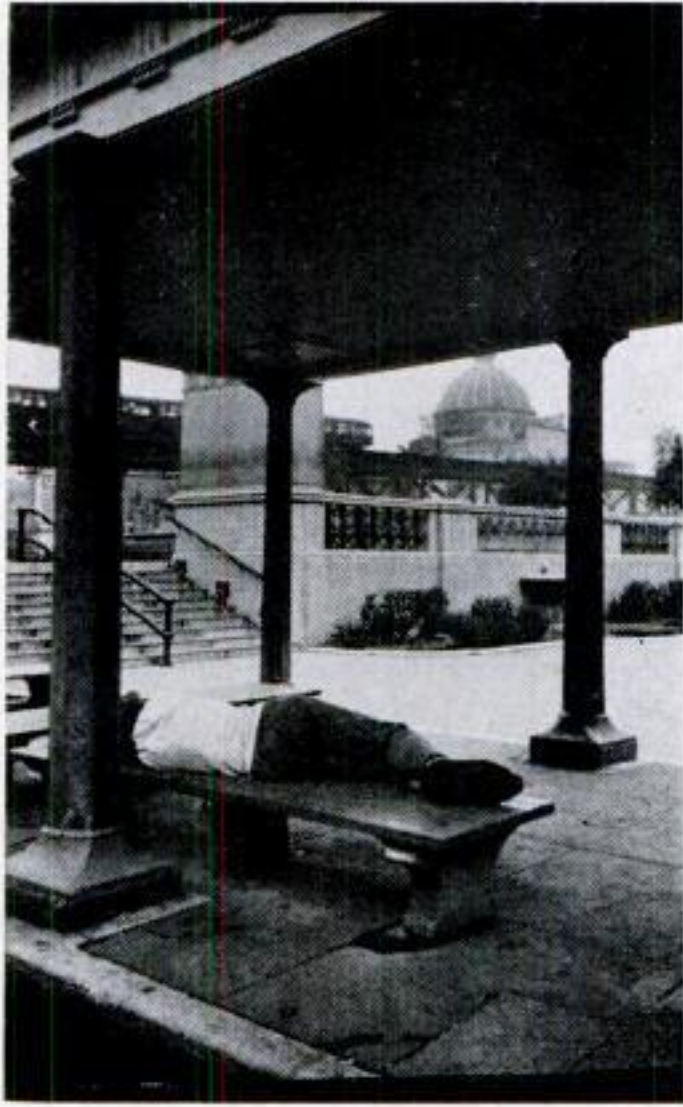
TO KEEP TANS which the girls usually acquire during time off between flights, they spend available hours after work floating in their apartment house pool.





ON PIER THE BOYS—JACK KOSLOW (ABOVE), MELVIN MITTMAN (RIGHT), JEROME LIEBERMAN (BELOW, LEFT) AND ROBERT TRACHTENBERG POINT TO VICTIM'S BODY





ROUTE OF VIOLENCE in the "supreme adventure," as Jack Koslow called their last night of crime, is retraced above. It started below Williamsburg Bridge

(left) where they attacked two old men. In McCarren Park (center) they whipped two girls, then returned to the bridge area (right) where they fatally beat a Negro.

QUIET BOYS ... AND HORROR

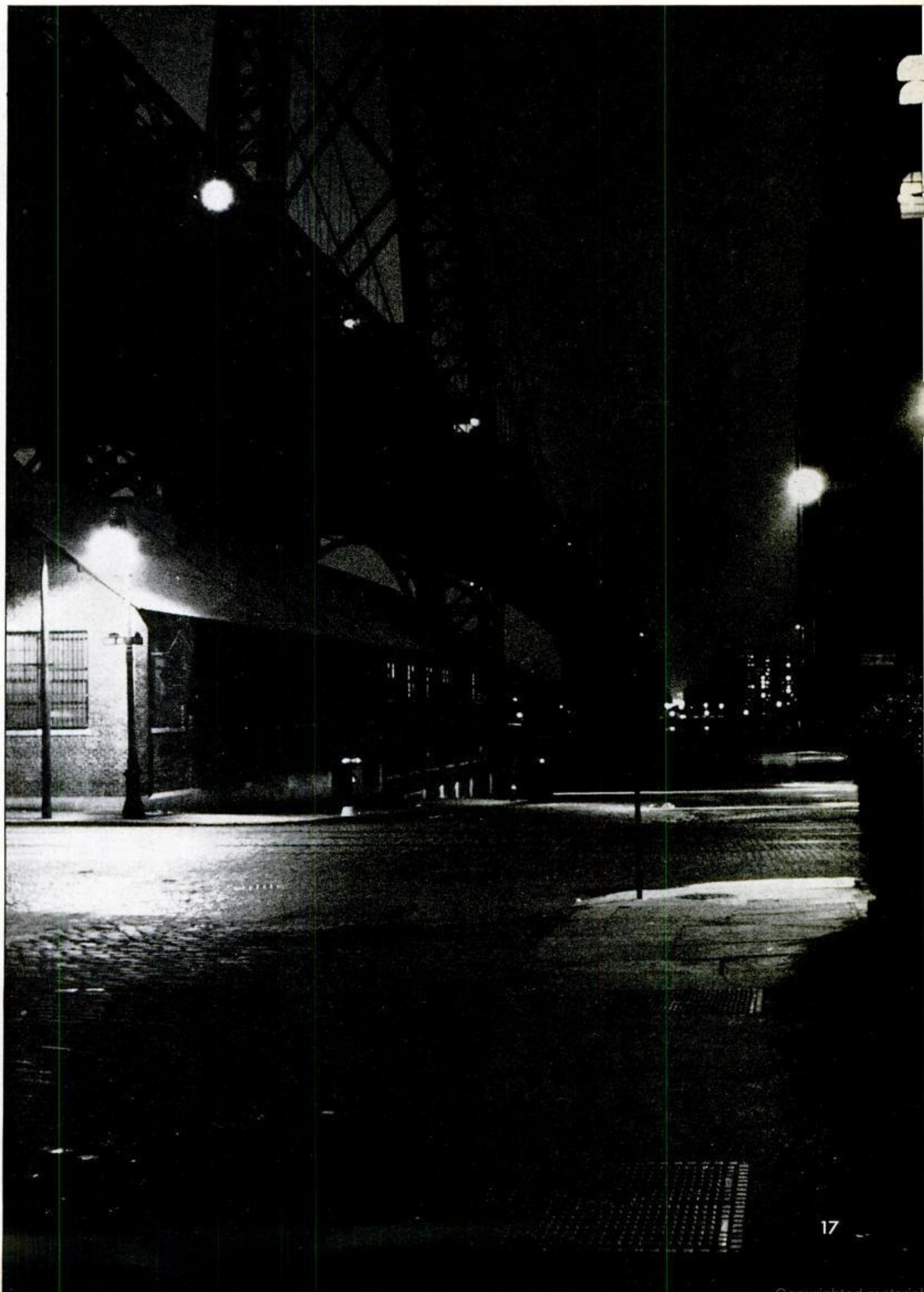
Their short, savage excursions
leave two dead, many beaten

There had been beatings as brutal and killings as ghastly before, but it was hard to recall so unexplainable a series of crimes by such unlikely villains. The four teen-aged boys standing sullen and hostile (left) in the flat morning light on a Brooklyn pier had during the month fatally beaten two men, attacked many others and flogged two teen-aged girls. Now they were identifying the body of one of their victims whom they had tortured with lighted cigarettes, battered into unconsciousness and let fall into the slimy East River to be drowned. That killing had climaxed a night of savagery which Jack Koslow, the arrogant leader of the quartet, had called "a supreme adventure" and which ended when they were arrested.

The boys were quieter than average, brighter than average sons of low-income, apparently happy Jewish couples living in the crowded, dank, decaying area near Williamsburg Bridge. In the neighborhood's meager parks (above), where homeless men often sleep in the summer night, the boys found their victims, whom they did not know and did not rob.

To explain the vicious beatings, Jack Koslow, who had briefly attended college, said, "I have an abstract hatred of bums and vagrants." His family doctor came forward to reveal that Jack had for four years shown increasing signs of mental disturbance. But since the boys' environment contained few of the conventional causes of violence, the answer to the puzzling case would have to await further study.

SOMBER SILENCE pervades corner which boys → passed at midnight, taking their victim to the river.



AN AMUSING SUMMER FANTASY

Foreigners, with fresh eyes, often can discover things about America which its own citizens fail to see. It remained, however, for the Russians to demonstrate that even more startling things can be discovered without looking at America at all. It is to Mark Arkadiev, a commentator on the Soviet Home Service program, that we are indebted for pointing out some facets of modern American life hitherto overlooked. We now turn the microphone over to Comrade Arkadiev:

"The United States is a country of constant starvation. No matter what the harvest is, there are always tens of millions of people who can never get enough to eat. . . . Masses of people slowly die of starvation. . . . While children swell of hunger and unemployed collect garbage in dumps, U.S. companies destroy huge amounts of food, pour poison over potatoes, burn grain, pour tanks of milk into rivers and destroy millions of fresh eggs.

"At the same time, American workers cannot even have the free use of sunshine. . . . Rich homeowners . . . make profit from selling sunshine and fresh air. . . . Children of the American poor, who constitute at least three quarters of the population, have only the full freedom to dream of schools and to grow up uneducated and illiterate; education is too expensive. . . .

"Freedom in the American way does not even allow the ordinary American to go for a walk where he likes. . . . An American may not read what he likes. . . . He would lose his job, he

would be taken for questioning and immediately thrown into jail. . . . Harry Bridges, a progressive American social leader, said recently: 'The Voice of America alleges that American workers are free, that they can organize trade unions, declare strikes and so forth. But all this is a lie.' In fact every strike . . . is regarded as a crime. . . . At the entrance to New York harbor the symbolic Statue of Liberty watches the ocean. But the Americans themselves make jokes about it. They say that liberty has turned her back upon them."

Thank you, Comrade Arkadiev, for providing a chuckle or two in the bleak sunlessness of our shut-in, bookless lives. Moreover, inadvertently or not, you have mined a grain or two of truth, for we *did* destroy a great many potatoes a few years back, and the truth is that some of our vast stores of surplus foods are in danger of spoiling if not used soon. If we let them waste—if we do let political or other pressures prevent us from using the greatest cold war weapon at our command—the U.S. will deserve your sneers, and the world's censure. If we are stuck with our economy of abundance, let us at least congratulate you on the recent boost in the price of Soviet potatoes, a fruit of your own superior economy of scarcity. We note also with admiration the significant milestone of progress just made by the Soviet, whose state stores introduced, for the first time, a great new innovation—packaged eggs. Incidentally, they are very good fried in butter.

FANTASTIC SUMMER REALITIES

In midsummer 1954, the reality of life in America, by contrast with the Moscow fantasy, is a strange and wonderful thing. It is full of infinite variety, of yeasty ferment and exuberance; it is sometimes bizarre and occasionally more than a little mad, but always peculiarly and inimitably American. It is a land where people are still free—to be themselves even if that includes being ornery or eccentric or downright disagreeable; free to poke fun at each other or at their rulers; free to do silly things for nice reasons.

It was silly, perhaps, for the management of two new "twin" office buildings in Manhattan, having installed automatic elevators, to decide to hire operators anyway. "We find automatic elevators a little cold," explained the firm of Collins, Tuttle & Co. "We warm them up." The operators, picked for their good looks in all departments, get a free beauty treatment once a week, and are trained not to flirt. All are redheads in one building, all brunets in the other. The customers feel better just looking at them.

North Carolina's highway police were having fair success in a campaign against "slow driving" on Route 301, the busiest North-South highway—until they ran afoul of the Goat Man. He is a bearded fellow who drives a wagon, piled precariously high with junk plus three goats riding in a pile of straw while 15 others pull the wagon out front and 15 more push it from behind. Many are billy goats, and smell; so does the old man. But he knows his rights. He turned a deaf ear to all persuasion to hit the sideroads, and tied up traffic endlessly.

As for fun-poking, Ray Jenkins, the homely prosecutor of the Army-McCarthy hearings, was being deluged with mail because Cartoonist Al (Li'l Abner) Capp had created a new character, Cragnose, which resembles Jenkins. "Cragnose is uglier than I am," complained Jenkins.

Congress finally passed Senator Henry Dworshak's "trout" bill, which requires restaurants serving foreign (*i.e.* un-American) trout to put up signs warning the unwary diner. New York's Emanuel Celler accused Idaho's Dworshak of "trying to ride to re-election on the tail of a fish." Ohio's John Vorys worried about reciprocal retaliation against Ohio-made "Swiss" cheese. Virginia's Howard Smith observed that "Virginia ham" came from pigs that never got south of Chicago.

An honest New York cab driver found \$19,000 worth of

jewels and turned them over to police. A Long Island mailman, hot and tired, went for a swim, setting 267 undelivered letters adrift in a shoebox. And Manhattan newspapers gave columns of space to the death of a talking crow named Deacon, which for 13 years had greeted children in the Bronx Zoo with a croaking "hello!" He died of a heart attack while making his usual rounds. "He liked humans," said the zookeeper, "and was especially fond of little girls with blond hair."

Mother Goldstein's Wine was introduced in cans, Gimbel's offered a new doll, the Betsy Wetsy, which blows its nose, and the sudden U.S. appetite for something called "fish sticks" was creating a big new industry. More and more women were smoking pipes (in oil-rich Houston, jeweled ladies' pipes, at \$7.50, outsold plain ones two to one). Joe DiMaggio told what it was like to live with Marilyn Monroe: "She broils a hell of a steak. We are both meat people. . . . She works like a dog. When she's working, she's up at five or six in the morning and doesn't get through till around seven. Then we watch a little TV and go to sleep."

Americans, who have gone through endless phases of confusing and conflicting directions on child care, were relieved to get some simple ones from their experts attending a congress in Toronto. "The time has come to leave mother and child alone," said Columbia's Dr. Hilde Bruch. She was confirmed by the old master, Pittsburgh's Dr. Benjamin Spock himself. "The best parents," said he, "show love or disapproval spontaneously, unthinkingly, immediately." What it added up to was that the best thing is doing what comes naturally. If you feel like whacking the brat, whack him, right then and there, but when you feel like hugging him, hug him hard; don't leave him in any doubt about your feelings. However, America's psychologists themselves were criticized, by England's Norah Gibbs, for using jawbreaker words. Citing a researcher's "Mary was relatively retarded on digital manipulation in vacuo," by which she meant that Mary could not waggle her thumb, Miss Gibbs suggested: "Sesquipedalian words may be a psychologist's slang, used so that no outsider shall be any the wiser."

Sesquipedalian or not, and despite the dangers of un-American fish and all too American goats, ornery, silly, eccentric, sentimental America was a grand place to be, in August 1954—and any other time, for that matter.



*Wholesome as a country kitchen... thick through and through with good beef,
good vegetables, good eating... the kind of soup that satisfies a hearty hunger.*

Simply wonderful—wonderfully simple... any time—

Campbell's Beef Soup



— Let's all
have
some!



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

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A MAN LIVES TO SEE ANOTHER EVENING SUN GO DOWN

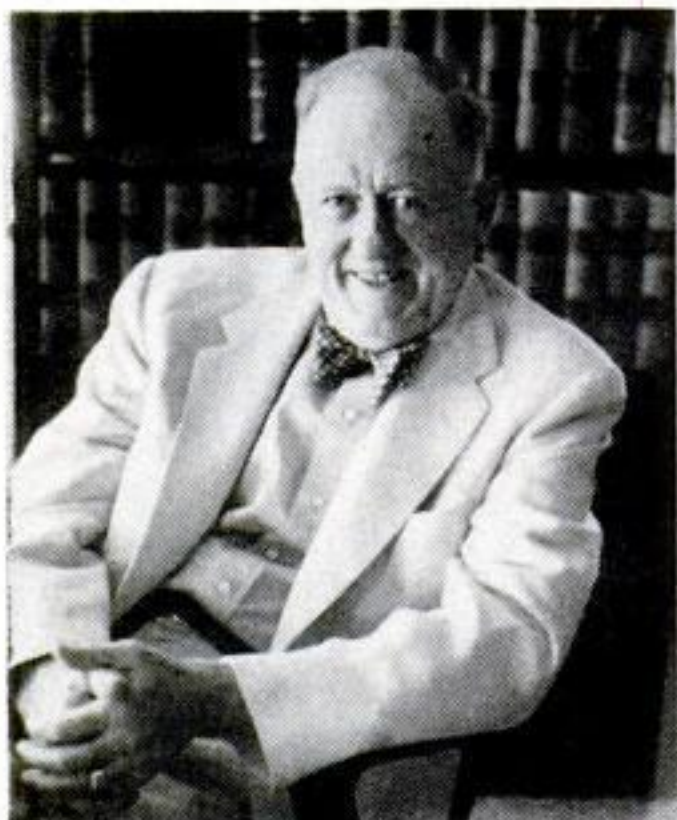
Along New York's East River, as the sun sets, skyscrapers point like blackened fingers and bridges stretch in spidery silhouettes against the evening sky. For promenaders watching the silvery, swirling waters, this is the city's most peaceful hour. But to Bernard Levenson one day last week the waters beneath the Manhattan Bridge sang of something else. Estranged from his wife, afraid he might never see his children, he saw escape from his depression. Deliberately he made his way up the cable toward a tower. Police and newspaper photographers raced to the bridge.

As police climbed the cable Levenson ducked through a barrier and stood (right) facing them defiantly, providing New York *Daily Mirror* Photographer John Hearst Jr. (a grandson of William Randolph Hearst) with a portrait in silhouette of a man who wanted to die. Then another *Mirror* photographer, Bob Wendlinger, climbed up to talk to Levenson, described a prizewinning picture he had taken two years ago (*LIFE*, March 10, 1952) of a suicide on another bridge releasing his hold on life. "I'd rather not get 'em that way," said Wendlinger. Convinced, Levenson came slowly down.



KIDS CLIMB TREES TO HEAR GOVERNOR ALLAN SHIVERS ADDRESS A CROWD OF 5,000 FROM THE LIGHTED BANDSTAND IN LIONS PARK, PORT ARTHUR, WHICH

HIGH LEVEL SUPPORT FOR SHIVERS



EX-GOVERNOR Dan Moody, now a prominent Austin attorney, praises the good record of Shivers' administration.



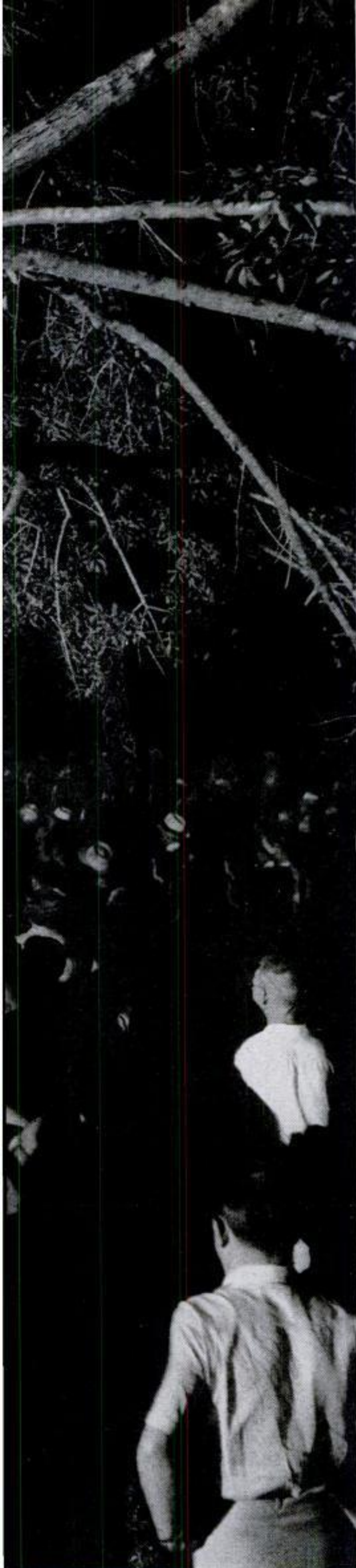
EX-CABINET MEMBER, financier and publisher, Jesse Jones supports Shivers because of his conservatism.



PAPER OWNER Houston Harte runs largest newspaper chain in Texas, credits Shivers for balanced state budget.



HOUSTON PUBLISHER William Hobby, Cabinet Member Oveta Hobby's husband, likes Shivers' courage.



THOUGHTFUL VOTERS LISTEN TO YARBOROUGH IN BONHAM, THE HOME TOWN OF YARBOROUGH SUPPORTER SAM RAYBURN

TEXAS CHOOSES UP FOR A RUNOFF

Ralph Yarborough's hard-hitting campaign gives Governor Shivers the shakes



OPPONENT YARBOROUGH

Through the hot summer days and nights the air of Texas last week rang with a characteristically bitter outpouring of political passion. Governor Allan Shivers was grimly fighting for a third term, unprecedented in Texas. His opponent was Ralph Yarborough, whom he had trounced in the 1952 gubernatorial primary, the year

Shivers led a large group of Texas Democrats into the Eisenhower camp. Last month pro-Ike Democrat Shivers once again led Loyalist Democrat Yarborough at the primary polls, but not by a clear majority. A runoff primary was scheduled for Aug. 28. Now, backed by impressive rosters of Texas' foremost citizens (*below*) and heard by crowds of politically awakened Texans (*above*), both candidates struggled for victory. Running scared,

Shivers called Yarborough a tool of labor. Yarborough called Shivers a "Republican" and accused him of having used political influence to make a \$425,000 profit in a 1946 real estate deal, of giving state contracts to his wife's printing firm and of allowing inept administration to cause the collapse of 17 Texas insurance companies in as many months. As the date of the runoff approached, more and more sweat and money was poured into the desperate race. The outcome would be a clue as to whether Eisenhower support still runs strong in the South, with both factions of the Democratic party eying a goal they consider more important than the Austin statehouse: control of the Texas delegation at the 1956 national convention.



INCUMBENT SHIVERS

IS THE GOVERNOR'S HOME TOWN

SOME BIG SHOTS BEHIND YARBOROUGH



EX-VICE PRESIDENT John Garner frowns on a third term for Shivers as he did of one for Roosevelt.



POLITICAL BARON George Parr is for Yarborough since Shivers is trying to break Parr's power in south Texas.



COTTON POWER William Clayton contributed \$1,000 to Yarborough campaign and says Shivers deserted party.



OIL MAGNATE Jubal Parten, who served in Roosevelt, Truman administrations, is old friend of Yarborough's.

for QUICK RELIEF of HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.



Sink stains go
With New Old Dutch—
No other cleanser
Does so much!

When New Old Dutch Cleanser
turns gold . . . it disinfects
and deodorizes, too!

HOT FINS

"A few weeks of electrical hot fins,
and even a not very bright trout
learns to stay out of the way."

Or so say the Michigan scientists now breeding a dim view of man into 5,000 hatchery trout. Unlike their unwary, surface-fed cousins, who practically pant to be caught, these are the first *man-raised* trout to grow wise in the ways of the world. They'll make a far more sporting catch—for which their intrepid trainers can hardly be naive enough to expect a fisherman's thanks.

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IN PICTURE TAKEN LAST SUMMER DE GASPERI WALKS THROUGH THE MOUNTAIN FIELDS NEAR HIS VILLA ROMANA

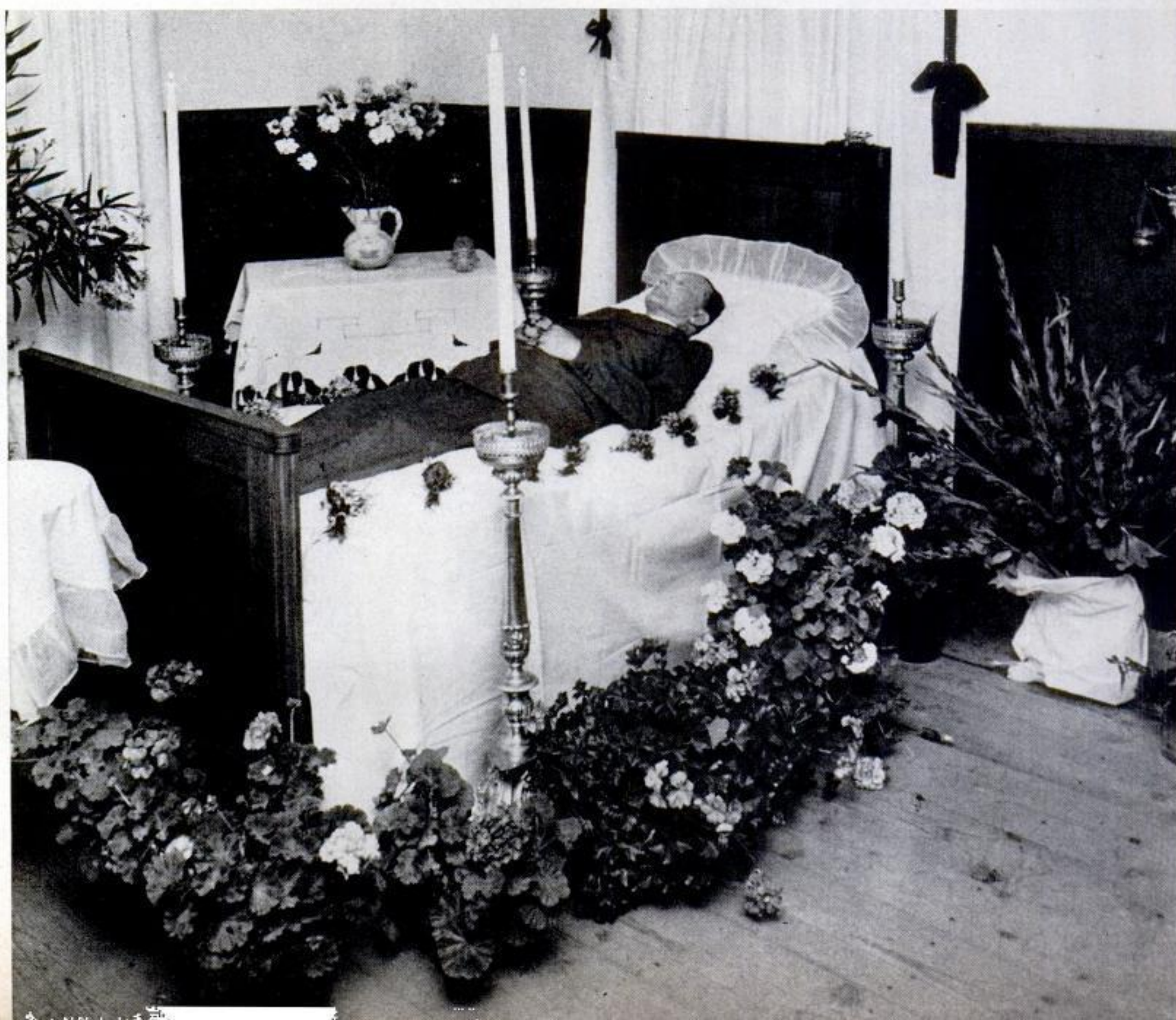
DEATH IN HIS BELOVED MOUNTAINS

In retirement, Italy's De Gasperi succumbs to worry and a heart attack

From boyhood Alcide De Gasperi loved the mountains where he was raised. During eight years in which he led Italy out of its wartime ruin and aligned it with the West, he turned frequently to his villa near Trento for a peaceful holiday. Last month, 73 and ill with heart trouble, De Gasperi retired to the Villa Romana for a long rest in the hills he loved. But as he strolled in the warm Italian sunlight, he brooded about the crisis that had overtaken the proposed European Defense Community, which to him was almost an obsession. One morning last week he

looked from his window toward the crucifix beside which he walked daily and said, "That's funny. I can't see the crucifix this morning." He telephoned Premier Scelba to urge him to achieve EDC. "After 20 years we will be obliged to talk about it again, and God knows what will happen in the meantime." That night he had another heart attack—his last. The whole Western world mourned, and even Italian Communist Boss Palmiro Togliatti sent a telegram. This was ironic since the Communists (see p. 92) had done their best to worry De Gasperi to death.

SURROUNDED WITH PLANTS BROUGHT TO HIS HOME BY MOUNTAIN NEIGHBORS, DE GASPERI LIES ON DEATHBED



Black-and-white snapshots

Color snapshots

Flash snapshots

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grand to give or get... for birthdays... weddings
... anniversaries... for all the good times ahead



Kodak Duaflex III Camera, Kodet Lens, \$14.95

You line up your picture in that big hooded viewfinder at the top—there's your subject big and clear, just as it looks in a finished snapshot. As easy to use as a Brownie camera. Safety shutter prevents double exposures, so you don't take one picture on top of another. With Kodar f/8 Lens, \$22.50. Flashholder, \$4.

Prices include Federal Tax where applicable and are subject to change without notice

Many Kodak dealers offer convenient terms

Kodak Film is planned to make picture-taking simple, easy, sure, at the click of a button. For black-and-white snapshots, look for Kodak Film in the new, thrifty Duo-Pak. Two rolls of film—one for your camera, one for a spare—in the popular 620, 120, and 127 sizes. Also available in single rolls. For full-color snaps, use Kodacolor Film—comes in all 6 popular sizes.

Eastman Kodak Company, Rochester 4, N.Y.



Kodak Pony 135 Camera, Model B, \$34.75

Here's a miniature camera with new, easy, no-thread loading. Its sharp lens gives you crystal-clear black-and-white prints—and (with Kodachrome Film) those wonderful little color slides, so crisp and brilliant you can hardly believe your eyes. You can project them and also have color prints made from them. Flashholder, \$7.95.



Brownie Hawkeye Camera, \$6.95

More than three million people have bought it... just in the last two years. Reason? Because, while it's just as simple and sure as you expect a Brownie to be, it gives you daylight snaps and flash shots... in black-and-white or full color. It's the slickest Brownie camera ever, Flashholder, \$4.



Candidates for the MCGREGOR

College men from Princeton to Palo Alto have set up their own "Sportswear Hall of Fame." And the name you find there is... McGregor. Each year, McGregor brings together an all-star aggregation of campus winners. Many have become all-time style greats.

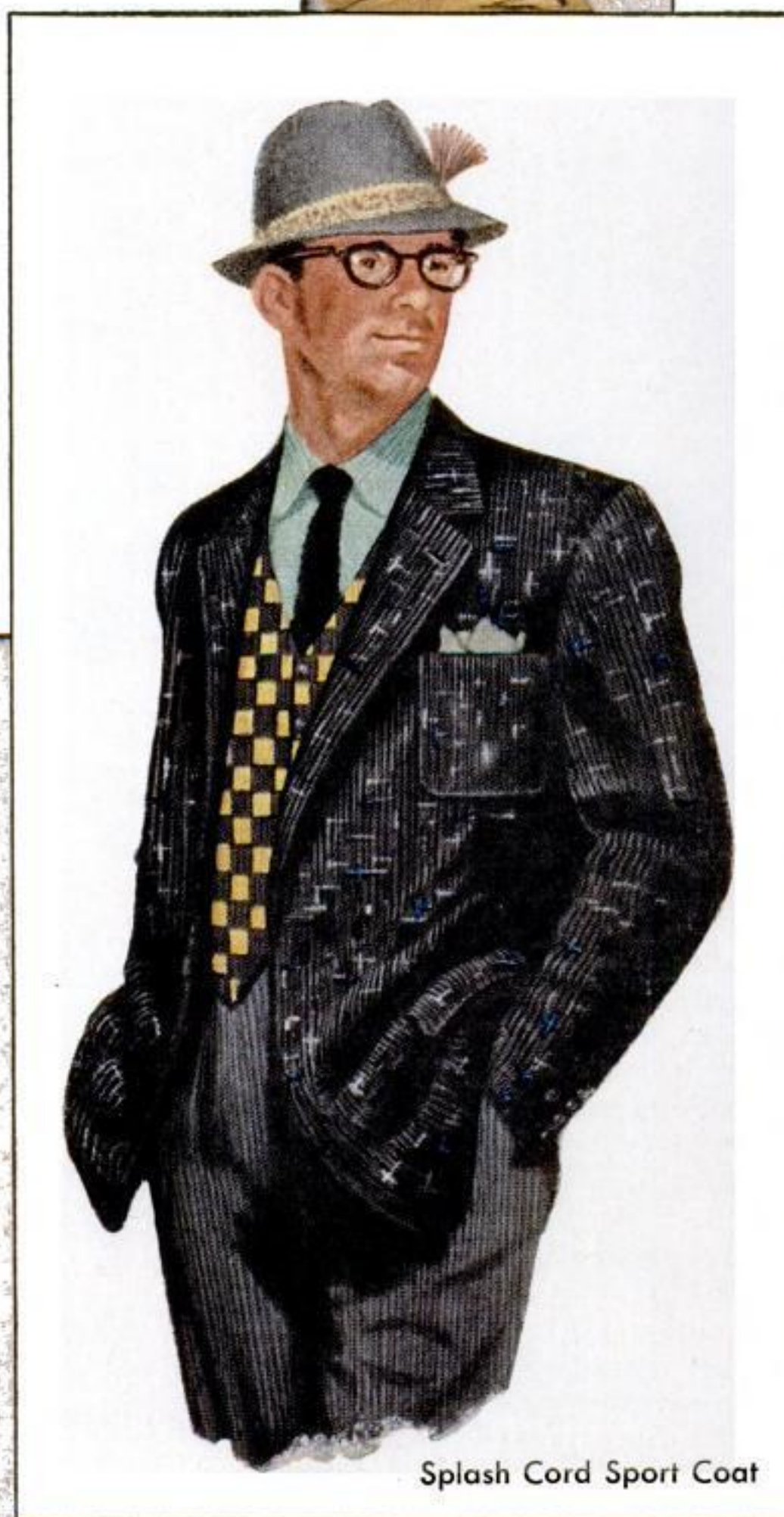
Shown on these pages are the newest McGregor Candidates for the Back-to-Campus Hall of Fame. The smartest men's stores and department stores are ready to show them to you—now!

The McGregor Hall of Fame Award

—will be awarded to outstanding football players in communities throughout the country this fall. Ask the store that sells McGregor Sportswear in your town for details.



Nylon Seagull Reversible Jacket



Splash Cord Sport Coat



Milingzip Outercoat



The Lambert Memorial Trophy

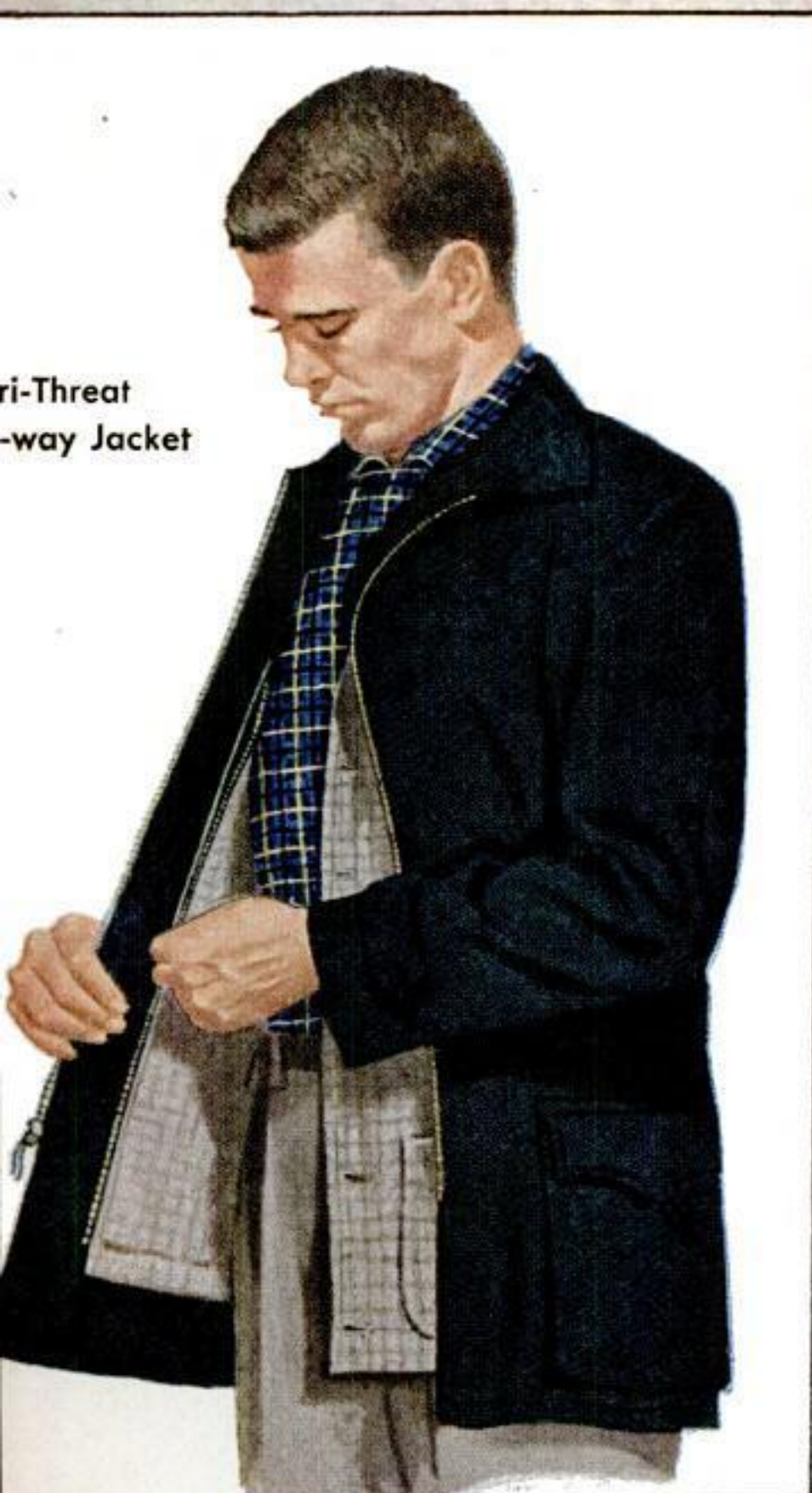
Presented by the Lambert Brothers annually to one of America's great college football teams "in the interest of sportsmanship and scholastic attainment."

A valiant heavyweight winterfighter—new McGregor Milingzip Outercoat! Nylon reinforced rayon gabardine—winter-proofed with Milium® plus U. S. Navy-specified Jen-Cel-Lite air cell insulation. \$26.95. McGregor Crestella machine-washable Flannella shirt has the new soft color look. \$7.95. Kungsholm all-wool jacquard ski sweater in authentic patterns. \$10.95. All-wool gabardine Crestsheen slack. \$17.95.

Wear Seagull on either side! It's reversible! Rich DuPont Nylon Princeton-Knit Fleece on one side, smooth Nylon woven by Travis on the other. Warm. Machine washable. \$25.00. Under it is the Warm As Toast plaid shirt in the new miracle Orlon with Viscose and Chromspun. Machine washable. Doesn't need ironing. \$8.95. Dacron-Wool Da Vinci Slack is a crease-resistant sheen gabardine. \$19.95.

Imagine the rich, colorful splash sport coat patterns now for the first time in corduroy. That's the McGregor Splash Cord coat! \$22.95. Height of fashion is the bold new Checkerboard Cord vest. \$8.95. Now for the muted touch, the newest featherweight Grosgrain Corduroy shirt. Washable. \$8.95. Italian-inspired Cord-tina slack is leather-trimmed corduroy with a velvety touch. In the slimmer cut model. \$11.95.

BACK-TO-CAMPUS *Hall-of-Fame!*



Tri-Threat
-way Jacket

McGregor Patented Tri-Threat Jacket—wear it three ways. The wool and cashmere lining is a cardigan jacket when zipped out; the outercoat is nylon-toughened rayon gabardine. \$28.95. The shirt is the sensational patented TTClub in authentic Scottish Clan patterns. Washable. \$7.95. Drizzler Mate Slacks, with Dacron added. \$9.95. †(Just patented—No. 2,677,826—on May 11, 1954.)



Drizzle Suede
Leather Jacket

The luxury of leather in never-before colors. Drizzler Suede Blouse is spot-and-water resistant. Knit cuffs, collar and bottom for snug comfort. \$25.00. Balmoral lamb's wool pullover sweaters in the brilliant new Scotch sunset colors. \$10.00. High Mount washable wool-rayon blend sport shirt in bold colors. \$7.95. Cortina Tweed leather-trimmed sport slacks. \$17.95

McGregor sport coats are impeccably tailored. Featured is the Lund Tweed in deep carbon shades of grey or brown. \$35.00. Drummond pattern sport shirt is a blend of cotton, Vicara, rayon. \$7.95. Drizzle Suede Vest of genuine leather comes in high colors. \$15.95. Wool and Dacron Drama Flannel slacks holds its crease. \$17.95



Kismet Blouse Jacket

Tweedchester Outercoat



Coach Of The Year Award

Presented annually since 1935 by the Scripps-Howard Newspapers to the year's outstanding college football coach, selected in a nationwide poll of the American Football Coaches Association.

Tweedchester Outercoat in dark carbon tones with light white flashes. 100% virgin wool tweed. Hearthsides warm thanks to quilted Jen-Cel-Lite lining. \$39.95. Washable Caralock Pull-over is Vicara-nylon, knit the luxurious interlock way. \$10.00. Firefly designer's sport shirt with brilliant stripings. \$7.95. Fine wool Frosted Flannel slacks. \$16.95

Kismet Wool and Cashmere Blouse Jacket is new shorter button-front model. Very fashionable. Very trim. \$22.95. Washable, lightweight William Tell shirts are cozy and practical. Kendrick pattern shown. \$11.95. Soft blue Cashbon sweater, blended of fine wool and 25% imported Cashmere. \$11.95. Cambridge wool flannel slacks in regular and slimmed models. \$17.95



Lund Tweed Sport Coat

McGREGOR*

Sportswear made in U.S.A.

ALSO BOY-SIZED. BOY-PRICED AT BETTER STORES
McGregor Sportswear, David D. Doniger Co., Inc., 303 5th Ave., N.Y. 16, N.Y. *Trade Mark

Hollywood's favorite
**Lustre-Creme
 Shampoo...**



Cream or Lotion

"Yes, I use Lustre-Creme Shampoo," says Virginia Mayo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

**Never Dries—
 it Beautifies!**

Virginia Mayo

co-starring in **"KING RICHARD
 AND THE CRUSADERS"**

A Warner Bros. Production in
 CinemaScope and WarnerColor.





IN MONSOON prayerful Goans trek to the Bom Jesus Church, burial place of St. Francis Xavier, to ask for his protection. St. Francis roamed over the Orient as a Jesuit missionary and died in 1552.

IN HELMETS soldiers sent from Portuguese Mozambique attend a Mass on day before the invasion. In the right hand of St. Francis statue (background) soldiers have put a small Portuguese flag.

SAINT IS ASKED FOR HELP

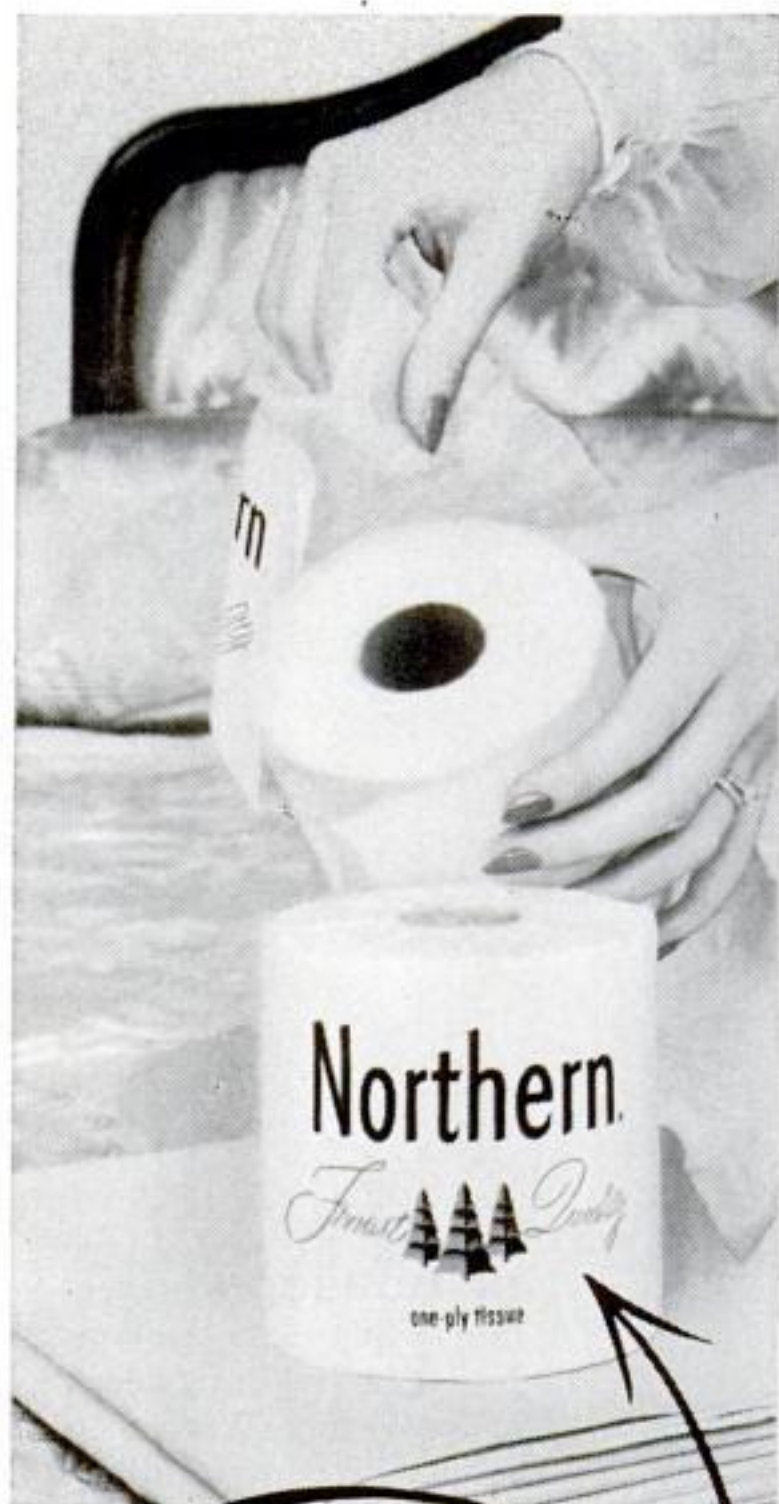
And prayerful Portuguese colony sees an Indian invasion fizzle

On the west coast of India in the tiny (pop. 600,000) Portuguese colony of Goa, umbrellaed civilians and helmeted soldiers appealed to their heavenly patron, St. Francis Xavier, for help. Imperiling Goa, one of three Indian colonies Portugal won in the early 16th Century, was a loudly publicized invasion by Indian nationalists, called satyagrahis. The satyagrahis, whose "nonviolent" demonstrations have Prime Minister Nehru's blessing, had already overwhelmed one of the other Portuguese colonies (with one dead and five injured) and browbeaten the French into agreeing to

surrender five colonies on the east coast. But as the satyagrahis vowed to march into Goa on Aug. 15, the Portuguese vowed to fight. Goa was saved temporarily by either firmness or faith, perhaps both. On D-day the invasion army dwindled to a ridiculous little band, mostly teen-agers and some unemployed. When they reached the frontier (*next page*), Portuguese troops let them in and arrested them. The Indians then turned from nonviolent invasion to nonviolent diplomacy, promising full protection to St. Francis Xavier's shrine if the Portuguese would get out of Goa.

CONTINUED ON NEXT PAGE





Nobody has ever
offered you this much
softness for the money!

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At home or away Always Carry

TUMS

FOR THE TUMMY

America's No. 1 "on-the-spot" relief for
ACID INDIGESTION • HEARTBURN

10¢ A HANDY ROLL

New! Chris-Craft Outboard Cruisers



16-ft. Express Cruiser

20-ft. Gay Paree

Enjoy the fun, exciting performance, and soft, dry ride of a sleek new Chris-Craft Outboard Cruiser! Equipped, ready to run—just clamp on an outboard motor! Both boats will sleep two. 20-ft. Gay Paree, \$1249; 16-ft. Express Cruiser, \$780. (Prices subject to change). See your Chris-Craft Dealer or write us, today!

Dept. O, Chris-Craft Corporation, Algonac, Michigan
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

IN THE GARAGE

Keep an extra can in the garage for oiling car doors, generator, distributor, etc. Highly penetrating 3-IN-ONE makes things run better—last longer.



"3-IN-ONE" OIL

Goa Invasion CONTINUED



CROSSING FRONTIER, marked by a sign, a low wall and a chain, 19 satyagrahi volunteers enter Goa waving



Indian flag and singing "Victory to Mahatma Gandhi." Portuguese troops were waiting five miles back of border.



GUIDED BY GOANS, the invaders (background) follow two customs inspectors, who make no move to stop them.



DISPATCHED BY BUS, supposedly to "see the Portuguese governor," invaders are quickly carted off to jail.

EFFECT IN PORTUGAL IS SHOWN BY 2,500 CATHOLICS WHO ATTEND MASS AT FATIMA SHRINE TO PRAY FOR COLONY



**NO WONDER HE'S
COOL, DRY AND MORE COMFORTABLE**



Non-allergenic
creamy smooth
latex

Ventilated for
coolness —
and completely
waterproof

No seams or
stitches
—cannot bind
or chafe

Gives with
every motion
—never cuts
circulation

HE'S WEARING

PLAYTEX® HAPPY PANTS

Made of non-allergenic latex... the **COOLEST**,
completely stretchable, waterproof material known!



Never hard,
never brittle,
even when washed
hundreds of times!



S-T-R-E-T-C-H-E-S

Four times its size. Gives all-around comfort, yet wears and wears.



Will not cut
or bind. Prove
it with your
own hands!

KEEP YOUR BABY "SOCIALY ACCEPTABLE"* IN PLAYTEX BABY PANTS

In U. S. A.... 98¢ wherever baby needs are sold... other Playtex Baby Pants from 79¢

*T. M. ©1954 International Latex Corp'n. PLAYTEX PARK, Dover Del. ★ In Canada: Playtex Ltd., Arnprior, Ontario

LIFE ON THE NEWSFRONTS OF THE WORLD

Conference on EDC fails, Attlee gets rosy view of Red China and a gangster dies according to script



ADENAUER AND MENDES DINE IN BRUSSELS

Crisis for European army

In Brussels three years of work for an armed and united Western Europe was in peril as French Premier Pierre Mendès-France moved to water down the European Defense Community. His "protocols" would ditch the European army for the present, postpone supranational effectiveness for eight years and deny Germany (whose Chancellor Konrad Adenauer has staked his political life on EDC) the right to appoint or promote officers within the German national army. These reservations proved impossible and last Sunday the EDC signatories issued a communiqué admitting failure.

In Peking the Communist newspapers hailed the visit of a British Labor party delegation headed by former Prime Minister Clement Attlee. The Labor party leaders visited the Chamber of Abstinence, the Temple of Heaven and even a model jail where the prisoners worked with great rapidity "as is," a guide explained, "normal with the Chinese."

The end of Cherry Nose

In gangland's wars during the 1930s Charles ("Cherry Nose") Gioe survived when others died. In 1943 he was sentenced to 10 years for his part in an attempt to shake down the movie industry by strike threats and manipulating union funds. His release on parole in 1947 caused a major scandal. Last March police picked up Cherry Nose to see if he knew anything about the violent death of Needle Nose Labriola; nothing came of this. But last week police found him shot to death in his car. Just a few days later Cherry Nose's friend, Frank "The Immune" Maritote, Al Capone's brother-in-law, was also shot to death.



THE LATE GIOE

In a general reorganization of the U.N. Secretariat, Secretary General Dag Hammarskjöld announced the appointment of two top assistants: Dr. Ralph Bunche of the U.S. and Ilya Tchernychev of the Soviet Union. Both men will be undersecretaries without permanent assignments, free to act as Hammarskjöld's trouble shooters.

The President's batting average

The first Eisenhower Congress adjourned, and the political experts' estimates of the Administration's batting average ranged from .828 to .844, which the President's friends claimed were good figures in any league. Under Ike's guidance the Congress had cut taxes, modified farm subsidies, expanded the Social Security program. Argument about the results would go on through this fall's campaign. Ike had suffered at least temporary defeats on health and labor, but he felt he could go to the country by radio and TV last Monday and ask reelection of a Republican Congress.



NEW STAR SHINES ON THE SUMMER STAGE

Gloria Vanderbilt, the regal heiress to a railroad fortune and center of a custody battle involving her mother and aunt when she was 10, was in the news again. Now the wife of Conductor Leopold Stokowski, she scored a hit in her first professional appearance on the stage. At the Pocono Playhouse in Mountainhome, Pa. she played the fairy-tale princess of Ferenc Molnar's *The Swan*, who gave up love for a throne. Her cold, proud performance won an ovation from her audience. Now she is looking toward Broadway.

A new Hoover in Washington

Less than 24 hours after President Eisenhower named him, the Senate confirmed Herbert Hoover Jr., 51, as Undersecretary of State to replace General Walter Bedell Smith, whose resignation becomes effective in the autumn. Like his father an engineer by profession,

Hoover has not been active in party politics but for the past year he has served as a special adviser to Secretary of State John Foster Dulles. At first he was reported reluctant to take the new post, second only to the Secretary. He agreed to accept only after urging from Republican party leaders.



HERBERT JUNIOR

President Eisenhower signed a bill last week granting Stajka Petrovic, a nonpolitical specialist in the musaka sa plavim patlidyanom (eggplant and lamb casserole) and slivovica (prune brandy) cuisine of the Yugoslavs, political asylum in the U.S. She was brought here nearly five years ago by a Yugoslav diplomat as his cook. Then one day she got away, fled to a Serbian cathedral and asked the right to cook in freedom.

Disagreement at a state fair

At the Illinois State Fair 7,000 people heard Adlai E. Stevenson taunt that Ike put party expediency first in backing Joseph T. Meek, a senatorial candidate who has supported Senator McCarthy. But the President, who drew 20,000 at the same fair, swung back at Democratic depression-mongering Senator Paul H. Douglas. Citing the country's prosperity, he said the prophets of gloom and doom reminded him of President Lincoln's story about the farmer who built a fence so crooked that every time a pig went through it, it found itself on the same side.

At England's Blackbushe Airport, 32 passengers and five crew members came popping hastily out of a burning airplane and sprinted safely away. The cause of all the trouble was a balky engine which had broken away from the plane, skidded to rest and, covered with fire-extinguisher foam, looked like a piece of modern sculpture by Henry Moore.



A TWISTED MONUMENT TO MAN IN FLIGHT

THE BEST DRESSED WOMAN IN THE WORLD

TODAY...FROM BIG CITY TO SMALL TOWN...FASHION LEADERSHIP IS

ALL AROUND US IN THIS BEST-DRESSED COUNTRY OF OURS



Fashion beauty is *everywhere*... at the Women's Club in Waterloo, Iowa . . . at the Cotton Bowl in Dallas for Saturday's football game . . . a church supper in Boston . . . in Grand Central Station, New York . . . and most of all, of course, in your favorite store.

You can go in and take your pick of so much in fashion beauty. You get what you want to make you "best-dressed" . . . and pay what you want for it. Thanks to the leadership of American Fashion Industry . . . your fashion dollar buys *more* today than ever before.

And there are wonderful new fabrics doing so much for your new fashions. Beautiful Leadership Fabrics by Milliken . . .

- Washing wonderfully
- Holding pleats
- Resisting wrinkles
- Feeling softer and warmer
- Holding shape
- Staying new-looking longer

To enjoy the new Milliken Leadership Fabrics . . . turn to the next four pages of new Fall fashions created by some of America's leading makers. Most of the fashions are available to you at leading fashion stores, many of which are listed on a following page. The fashions are made of these fabrics . . .

LORETTE • MAZET

VISA • VICINETTE

LEADERSHIP
FABRICS BY
Milliken



Madison Sportswear Skirt of LORETTE... Sizes 10-16; 9-15, about \$18. Darlene Sweaters of MAZET. About \$10 each.



Evan-Picone Skirt of VISA... Sizes 10-18. About \$20. Premier Sweater of MAZET. About \$10.



Alex Colman Separates... Skirt of LORETTE, about \$17; Sweater blouse of MAZET, about \$8. Sizes 8-18.

*DuPont's acrylic fiber

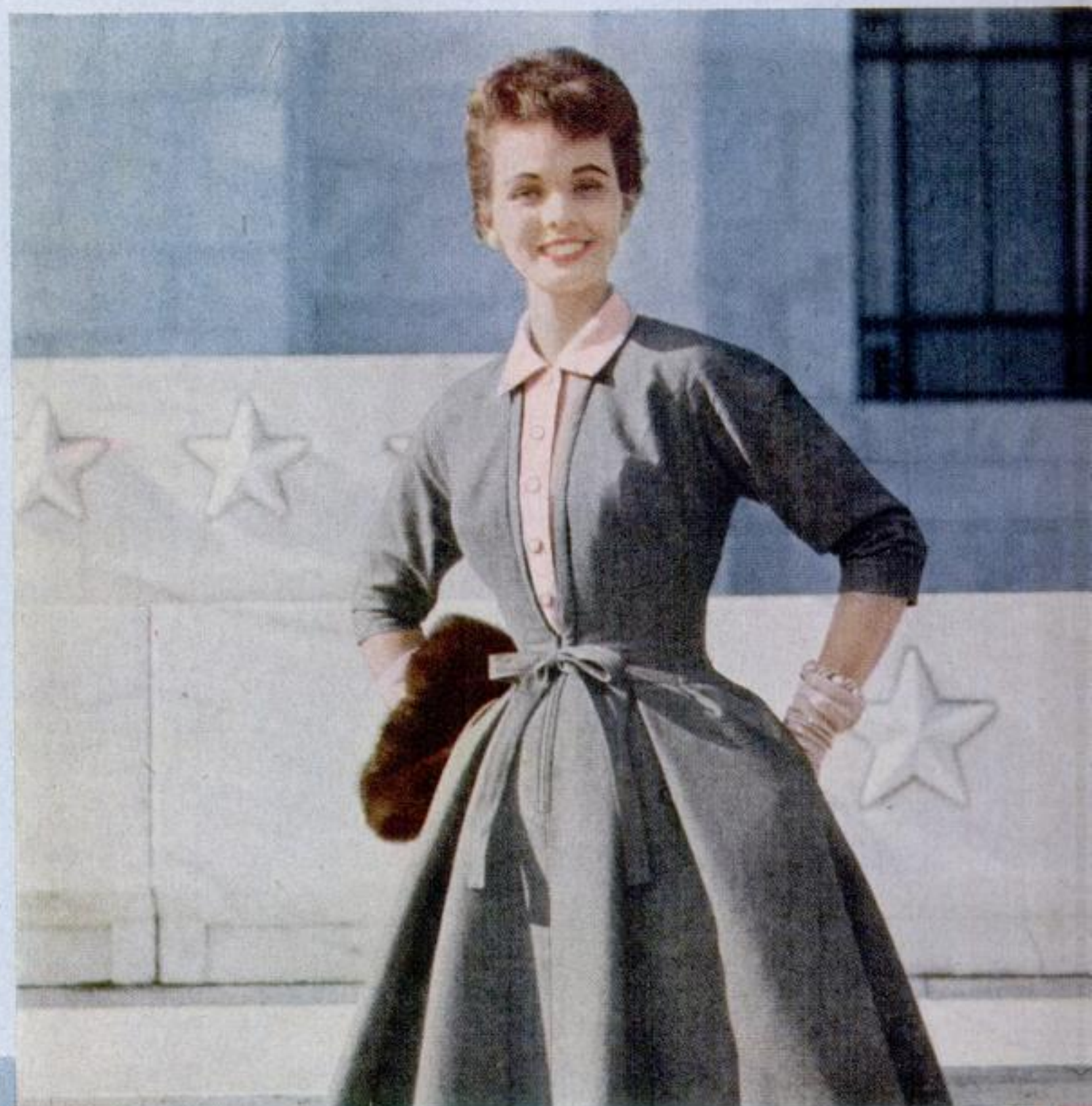
**DuPont's polyester fiber

***Protein fiber by Virginia Carolina

AMERICAN LEADERSHIP FASHIONS IN MILLIKEN

GIVE YOU MORE IN... BEAUTY... COMFORT...

Nathan & Strong Dress of LORETTE... Sizes 8-20. About \$50.



Lipman Brothers 2-piece Dress of VISA... Sizes 10-20. About \$40.



Sandra of California Shortie Coat of VICINETTE with Milium® insulated lining for all-weather comfort. Sizes 7-15. About \$35.



Sportswear Skirt of LORETTE, sizes 10-20. About \$11. Old Colony Slipover, about \$6; Cardigan, \$8. In MAZET, sizes 34-40.



Jonathan Logan Dress of LORETTE . .
Sizes 5-15. About \$23.



Junior Sophisticates Dress of VISA . . .
Sizes 7-15. About \$50.

LEADERSHIP FABRICS

ACTION...WEAR...EASE OF CARE...AND SAVINGS.



Nathalie Nicoli Suit of VISA, with skirt shown, about \$89. Plus extra pleated skirt. About \$99. Sizes 10-20.



LORETTE® 55% Orlon*—45% wool

For sportswear, dresses, suits, robes, and also for children's wear

- Washes by hand or by machine
- Keeps trim pleats and shape
- Seldom needs any pressing
- Stays fresh longer with less care

MAZET® 100% Orlon* yarn

For all kinds of sweaters



- Softer and lovelier to touch
- Warmer and cozier to feel
- Washes easily, needs no blocking
- Holds its shape, no sag or stretch

Visa® 55% Dacron**—45% worsted

For sportswear, dresses, suits

- Luxurious worsted texture
- Keeps pleats, shape—even in rain
- Retards wrinkles, less care needed
- Non-oily spots sponge off easily
- Stays well-groomed through wear

VICINETTE®

62½% wool—25% Vicara***—12½% nylon

For coats and sportswear

- Extra-soft, luxurious texture
- Fine, long-wearing quality
- Beautiful new-fashion colors
- Warm but comfortably lightweight

Just four of the many fashion leadership fabrics by Milliken. Many of the fashions shown on these pages are made in a wide selection of colors and patterns.



Shire-Tex Slacks by Davenshire . . . of LORETTE. Sizes 10-20. About \$11. Rosanna Cardigan of MAZET. 34-40. About \$8.

TURN THE PAGE
TO SEE MORE
FASHIONS IN
MILLIKEN FABRICS

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BUY THESE LEADING FASHIONS IN MILLIKEN



Manchester Modes Suit of LORETTE . . .
Sizes 8-16. About \$45.



Kane Weill Coat-Dress of
VISA . . . Sizes 10-20.
About \$50.



Jocardi Coat of VICINETTE . . . with Milium®
insulated lining for all-weather comfort.
Sizes 8-18. About \$55.

Century Sportswear Skirt of LORETTE,
Sizes 8-18, about \$13. Select Sportswear
Slip-on, about \$6; Cardigan, \$8. Both
of MAZET. Sizes 34-40.



Justin McCarty Dress of LORETTE
. . . Sizes 8-18. About \$30.



Shipman & Baker Suit of VISA . . .
Sizes 8-16. About \$80.



Young Viewpoint Jacket Dress of
LORETTE . . . Sizes 12½-22½. About \$50.

Some prices slightly higher in the West

FABRICS NOW ... AT LEADING FASHION STORES... EVERYWHERE



Stores all over the country are showing wide selections from these leading fashions in Fabrics by Milliken. For your convenience we list many of these stores. Check the list for a store in your city and go on a beautiful buying trip today!

ALABAMA		
Bessemer	LOVEMAN'S	
Birmingham	BURGER-PHILLIPS CO.	
Birmingham	LOVEMAN'S	
Mobile	C. J. GAYFER CO.	
Montgomery	MONTGOMERY FAIR	
ARKANSAS		
Fort Smith	BOSTON STORE	
Little Rock	THE BLASS COMPANY	
CALIFORNIA		
Berkeley	ROOS BROS.	
Beverly Hills	J. W. ROBINSON	
Fresno	ROOS BROS.	
Los Angeles	BULLOCK'S DOWNTOWN	
Los Angeles	J. W. ROBINSON	
Oakland	CAPWELL'S - OAKLAND	
Oakland	ROOS BROS.	
Palm Springs	J. W. ROBINSON	
Palo Alto	ROOS BROS.	
Sacramento	ROOS BROS.	
Sacramento	WEINSTOCK-LUBIN & CO.	
San Bernardino	THE HARRIS COMPANY	
San Diego	JORDAN MARSH COMPANY	
San Francisco	THE EMPORIUM	
San Francisco	THE EMPORIUM STONESTOWN	
San Francisco	ROOS BROS.	
San Jose	HALE'S	
San Jose	ROOS BROS.	
Walnut Creek	CAPWELL'S - WALNUT CREEK	
COLORADO		
Colorado Springs	DANIELS AND FISHER	
Denver	DANIELS AND FISHER	
Denver	THE DENVER DRY GOODS CO.	
Denver	THE DENVER DRY GOODS CO. - CHERRY CREEK	
CONNECTICUT		
Bridgeport	HOWLAND'S	
Bridgeport	D. M. READ CO.	
East Hartford	SAGE-ALLEN	
Hartford	SAGE-ALLEN	
New Haven	THE EDW. MALLEY CO.	
Saybrook	SAGE-ALLEN	
Waterbury	HOWLAND-HUGHES	
West Hartford	SAGE-ALLEN	
DELAWARE		
Wilmington	STRAWBRIDGE & CLOTHIER	
Wilmington	JOHN WANAMAKER	
DISTRICT OF COLUMBIA		
Washington	FRANK R. JELLEFF, INC.	
Washington	WOODWARD & LOTHROP	
FLORIDA		
Jacksonville	COHEN BROTHERS	
Jacksonville	FURCHGOTT'S, INC.	
Miami	RICHARDS	
St. Petersburg	MAAS BROS., INC.	
Tampa	MAAS BROS., INC.	
GEORGIA		
Atlanta	J. P. ALLEN AND COMPANY	
Atlanta (Buckhead Branch)	J. P. ALLEN AND COMPANY	
Atlanta	DAVISON-PAXON CO.	
Augusta	CULLUM'S, INC.	
Augusta	WHITE'S	
Columbus	KIRVEN'S	
Savannah	LEVY'S OF SAVANNAH, INC.	
IDAHO		
Boise	FALK'S IDAHO DEPARTMENT STORE	
ILLINOIS		
Chicago	CARSON PIRIE SCOTT & CO.	
Evergreen Park	CARSON PIRIE SCOTT & CO.	
Peoria	BLOCK & KUHL	
INDIANA		
Fort Wayne	EARL GROTH & CO.	
Indianapolis	L. S. AYRES & CO.	
Indianapolis	THE WM. H. BLOCK CO.	
Indianapolis	H. P. WASSON & COMPANY	
Muncie	BALL STORES	
South Bend	WORTH'S, INC.	
Terre Haute	ROOT'S	
IOWA		
Cedar Rapids	THE KILLIAN COMPANY	
Davenport	PETERSEN-HARNED-VON MAUR	
Des Moines	YOUNKERS	
Sioux City	MARTIN'S	
KANSAS		
Wichita	INNES	
KENTUCKY		
Louisville	BYCK'S	
St. Matthews	BYCK'S	
LOUISIANA		
Baton Rouge	DALTON'S	
New Orleans	D. H. HOLMES CO. LTD.	
Shreveport	PALAIS ROYAL	
MAINE		
Lewiston	B. PECK CO.	
Portland	ORTEOUS MITCHELL AND BRAUN CO.	
MARYLAND		
Baltimore	HOCHSCHILD, KOHN & CO.	
Baltimore	HOCHSCHILD, KOHN & CO. (BELVEDERE)	
Baltimore	HOCHSCHILD, KOHN & CO. (EDMONDSON)	
Baltimore	HUTZLER'S	
Chevy Chase	WOODWARD & LOTHROP	
Salisbury	BENJAMIN'S	
Silver Spring	FRANK R. JELLEFF, INC.	
Towson	HUTZLER'S	
MASSACHUSETTS		
Belmont	CHANDLER'S	
Boston	CHANDLER'S	
Boston	FILENE'S	
Holyoke	A. STEIGER & COMPANY	
Lawrence	ROOKS	
Lynn	ROOKS	
Salem	ROOKS	
Springfield	ALBERT STEIGER COMPANY	
Worcester	DENHOLM & MCKAY CO.	
Worcester	RICHARD HEALY CO.	
MICHIGAN		
Detroit	THE J. L. HUDSON COMPANY	
Flint	HERBERT N. BUSH, INC.	
Flint	THE VOGUE	
Grand Rapids	HERPOLSHEIMER'S	
Grand Rapids	PAUL STEKETEE & SONS	
Jackson	L. H. FIELD CO.	
Lansing	J. W. KNAPP COMPANY	
MINNESOTA		
Minneapolis	DAYTON'S	
St. Paul	SCHUNEMAN'S	
MISSOURI		
Clayton	FAMOUS-BARR COMPANY	
Clayton	SCRUGGS VANDERVOORT BARNEY	
Kansas City	THE JONES STORE CO.	
Kansas City	MACY'S	
Kansas City	MINDLINS SUBURBAN	
Kansas City	DOWNTOWN AND ON THE COUNTRY CLUB PLAZA	
St. Louis	FAMOUS-BARR COMPANY	
St. Louis	FAMOUS-BARR COMPANY (SOUTHTOWN)	
St. Louis	SCRUGGS VANDERVOORT BARNEY	
NEBRASKA		
Lincoln	GOLD'S OF NEBRASKA	
Omaha	J. L. BRANDEIS & SONS	
NEW HAMPSHIRE		
Manchester	BROWN APPAREL SHOP	
NEW JERSEY		
East Orange	B. ALTMAN & CO.	
Morristown	L. BAMBERGER & CO.	
Newark	L. BAMBERGER & CO.	
Plainfield	L. BAMBERGER & CO.	
Trenton	S. P. DUNHAM & CO.	
Trenton	NEVIUS-VOORHEES	
NEW MEXICO		
Albuquerque	KISTLER, COLLISTER	
NEW YORK		
Albany	FLAH & CO.	
Brooklyn	ABRAHAM & STRAUS	
Buffalo	J. N. ADAM & CO.	
Buffalo	FLINT & KENT	
Buffalo	WM. HENGERER CO.	
Elmira	GORTON COY	
Great Neck	JOHN WANAMAKER	
Manhasset	B. ALTMAN & CO.	
New York	B. ALTMAN & CO.	
New York	JOHN WANAMAKER	
New York	JOHN WANAMAKER (LIBERTY STREET)	
Niagara Falls	J. N. ADAM & CO.	
Rochester	MCCURDY'S	
Rochester	SIBLEY, LINDSAY & CURR CO.	
Syracuse	DEY BROS. & CO.	
Syracuse	FLAH & CO.	
Town of Greece	MCCURDY'S-NORTHGATE	
White Plains	B. ALTMAN & CO.	
NORTH CAROLINA		
Charlotte	J. B. IVEY & CO.	
Raleigh	IVEY-TAYLOR COMPANY	
Winston-Salem	THE ANCHOR CO. INC.	
OHIO		
Akron	O'NEIL'S	
Alliance	O'NEIL'S SPRING-HOLZWORTH	
Barberton	O'NEIL'S	
Bowling Green	LASALLE'S	
Canton	THE STERN AND MANN CO.	
Cincinnati	MABLEY & CAREW	
Cincinnati	SHILLITO'S	
Cleveland	THE HALLE BROS. CO.	
Cleveland	THE HIGBEE COMPANY	
Cleveland	THE MAY COMPANY	
Columbus	LAZARUS	
Coshocton	O'NEIL'S	
Cuyahoga Falls	O'NEIL'S	
Dayton	THE ELDER & JOHNSTON CO.	
Elyria	O'NEIL'S	
Fairview Park	THE HALLE BROS. CO.	
Hamilton	ROBINSON-SCHWENN	
Lorain	O'NEIL'S	
Mansfield	O'NEIL'S	
Massillon	O'NEIL'S	
Sandusky	LASALLE'S	
Shaker Heights	THE HALLE BROS. CO. SHAKER SQUARE	
Springfield	EDWARD WREN STORE	
Tiffin	LASALLE'S	
Toledo	LASALLE'S	
Toledo	THE LION STORE	
University Heights	THE HALLE BROS. CO. CEDAR CENTER	
Warren	STROUSS-HIRSHBERG CO.	
Youngstown	McKELVEY'S	
Youngstown	STROUSS-HIRSHBERG'S	
OKLAHOMA		
Norman	JOHN A. BROWN CO.	
Oklahoma City	JOHN A. BROWN CO.	
Oklahoma City	ROTHSCHILD'S	
Oklahoma City	ROTHSCHILD'S UPTOWN	
Tulsa	BROWN-DUNKIN CO.	
Tulsa	SEIDENBACH'S	
Tulsa	VANDEVERS	
OREGON		
Portland	MEIER & FRANK CO.	
PENNSYLVANIA		
Allentown	HESS BROS.	
Allentown	H. LEH & CO.	
Ardmore	STRAWBRIDGE & CLOTHIER	
Brentwood-Whitehall	JOSEPH HORNE CO.	
Erie	BOSTON STORE	
Jenkintown	STRAWBRIDGE & CLOTHIER	
Lancaster	HAGER & BRO. INC.	
Mt. Lebanon	JOSEPH HORNE CO.	
Philadelphia	STRAWBRIDGE & CLOTHIER	
Philadelphia	JOHN WANAMAKER	
Pittsburgh	GIMBELS	
Pittsburgh	JOSEPH HORNE CO.	
Pittsburgh	KAUFMANN'S	
Reading	POMEROY'S, INC.	
Scranton	THE GLOBE STORE	
RHODE ISLAND		
Providence	THE OUTLET COMPANY	
SOUTH CAROLINA		
Charleston	KERRISON'S	
Columbia	LISBETH WOLFE	
Columbia	TAPP'S	
Greenville	IVEY-KEITH COMPANY	
Greenville	MEYERS ARNOLD CO.	
TENNESSEE		
Chattanooga	LOVEMAN'S	
East Ridge	LOVEMAN'S	
Knoxville	MILLER'S, INCORPORATED	
Memphis	GOLDSMITH'S	
Memphis	LOWENSTEIN'S	
Memphis	LOWENSTEIN'S-EAST	
Nashville	CAIN-SLOAN COMPANY	
TEXAS		
Austin	E. M. SCARBROUGH & SONS	
Beaumont	WHITE HOUSE D. G. CO.	
Corpus Christi	LICHTENSTEIN'S, INC.	
Corpus Christi	THE GODWIN SHOP	
Dallas	TITCHER-GOETTINGER CO.	
El Paso	THE WHITE HOUSE	
Fort Worth	THE FAIR	
Fort Worth	THE FAIR IN FAIR EAST	
Fort Worth	THE FAIR IN FAIR OAKS	
Fort Worth	STRIPLING'S	
Galveston	ROBT. I. COHEN, INC.	
Houston	FOLEY'S	
San Antonio	JOSKE'S OF TEXAS	
Waco	THE GOLDSTEIN-MIGEL CO.	
UTAH		
Salt Lake City	AUERBACH'S	
Salt Lake City	Z.C.M.I.	
VERMONT		
Brattleboro	GOODNOW, PEARSON & HUNT, INC.	
Burlington	ABERNETHY'S	
Rutland	ECONOMY DEPT. STORE	
VIRGINIA		
Alexandria	WOODWARD & LOTHROP	
Norfolk	AMES & BROWNLEY, INC.	
Norfolk	BARBER'S	
Richmond	MILLER & RHOADS, INCORPORATED	
Roanoke	S. H. HEIRONIMUS	
Roanoke	SMARTSWEAR-IRVING SAKS, INC.	
Shirlington	FRANK R. JELLEFF, INC.	
WASHINGTON		
Bellevue	FREDERICK & NELSON	
Seattle	FREDERICK & NELSON	
Spokane	THE CRESCENT	
WEST VIRGINIA		
Charleston	THE DIAMOND	
Huntington	THE ANDERSON NEWCOMB COMPANY	
WISCONSIN		
Green Bay	SMARTWEAR, EMMA LANGE, INC.	
Madison	HARRY S. MANCHESTER, INC.	
Milwaukee	MILWAUKEE BOSTON STORE	
Milwaukee	SMARTWEAR, EMMA LANGE, INC.	

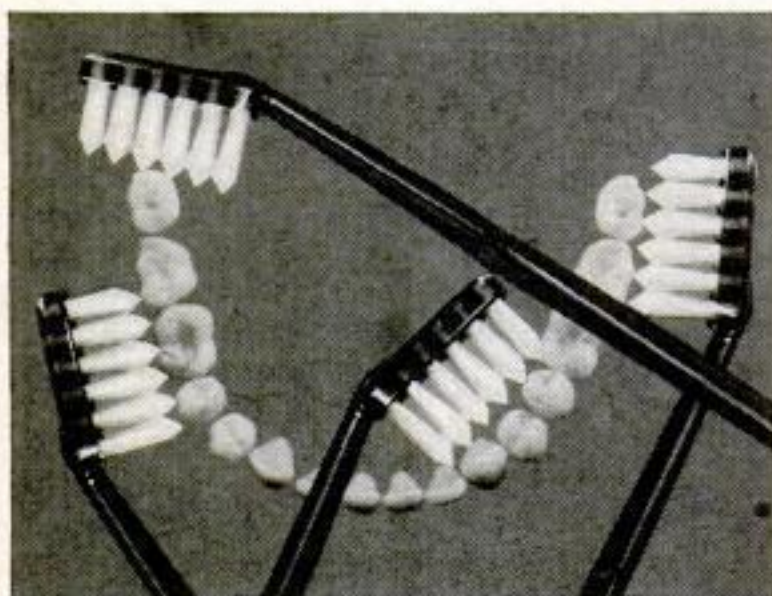
Milliken fabrics are also available by the yard in most fine stores where piece goods are sold

Milliken
Deering, Milliken & Co., Inc.
1407 Broadway, New York, New York

Look for the Milliken Hang Tags at leading fashion stores ... everywhere

see

why Squibb Angle Toothbrushes clean so thoroughly



To help clean hard-to-get-at places all Squibb Toothbrushes are bent like your dentist's mirror... an exclusive Squibb feature.



Look for this
SQUIBB

package at your drugstore

A GOOD POINT TO REMEMBER!

**SAF-THE D
THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

FOR RELIEF IN
HEADACHE PAIN

YOU'LL SAY
Alka-Seltzer
BRAND
IS
WONDERFUL

AT ALL
DRUG STORES

MILES LABORATORIES, INC., Elkhart, Ind.

**Toilet
noise?**

End all annoyance of drip, gurgle, whistle and waste... take just 2 minutes to install modern-design tank ball. Hardware and plumbing stores everywhere. Guaranteed 10 years.

tear out this ad



**POSITIVE
ACTION
CAN'T
MISS**

FLUSH-O-MATIC

MADE BY KIRK HILL



KICKING UP HER UNSHOD HOOVES, 5-YEAR-OLD PEACHES GALLOPS DOWN FARM ROAD WITH KAREN IN THE SADDLE

HORNED STEED

Jersey lives like a filly in Ohio

When Karen Kain, 15, lost hope of getting a saddle horse in 1950, she saddled up Peaches, a Jersey cow, and took a trial spin on her family's farm in Troy, Ohio. Peaches put up no beef. With a bit in her bovine mouth she learned to trot, canter and gallop with equestrian ease and after horsing around for four years has even stopped giving milk.



Out at home! With so many hard-hitting Little Leaguers like this in the clean-up position, it's no wonder more families ran out of Kellogg's Corn Flakes this morning than any other cereal. But don't blame the boys. Same thing happens every day in every season, because Kellogg's Corn Flakes just naturally taste best to more people. Always have. Still do. That's why so many folks pick up a spare package of Kellogg's Corn Flakes any time they buy any cereal of any kind. Good idea, isn't it!

FRESH FROM

Kellogg's

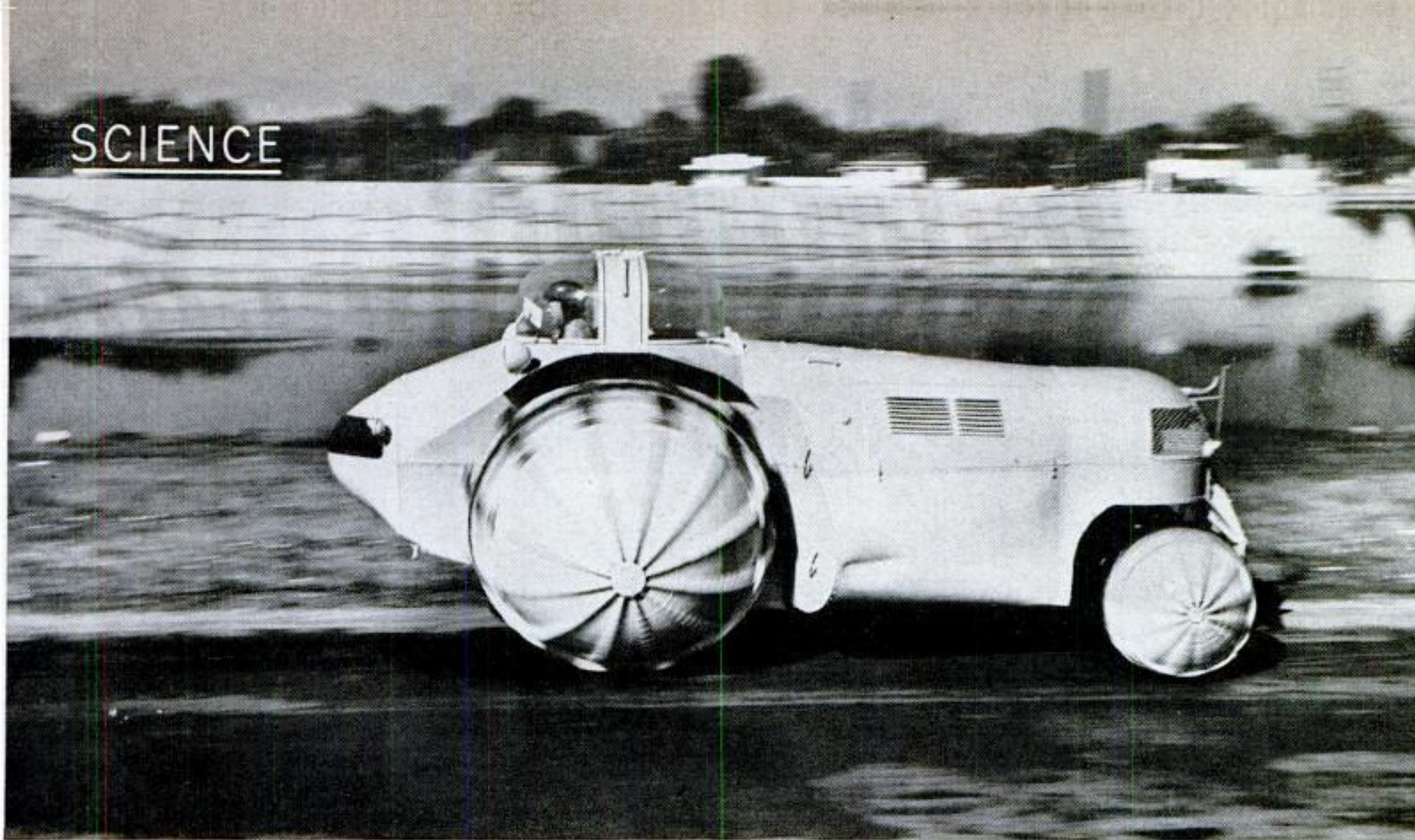
OF BATTLE CREEK

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HELD ON HILLSIDE BY ITS FAT WHEELS, THE "RHINO" LUMBERS EASILY ALONG STEEP SLOPE. ON HILLS TWICE THIS STEEP IT MAY SLIDE BUT IT NEVER TIPS

SCIENCE



ON LAND, THE RHINO IN HIGH GEAR BARRELS ALONG AN INDIANA ROADWAY AT 45 MPH ON ITS RUBBER TREADS

THE FAR-ROVING RHINO

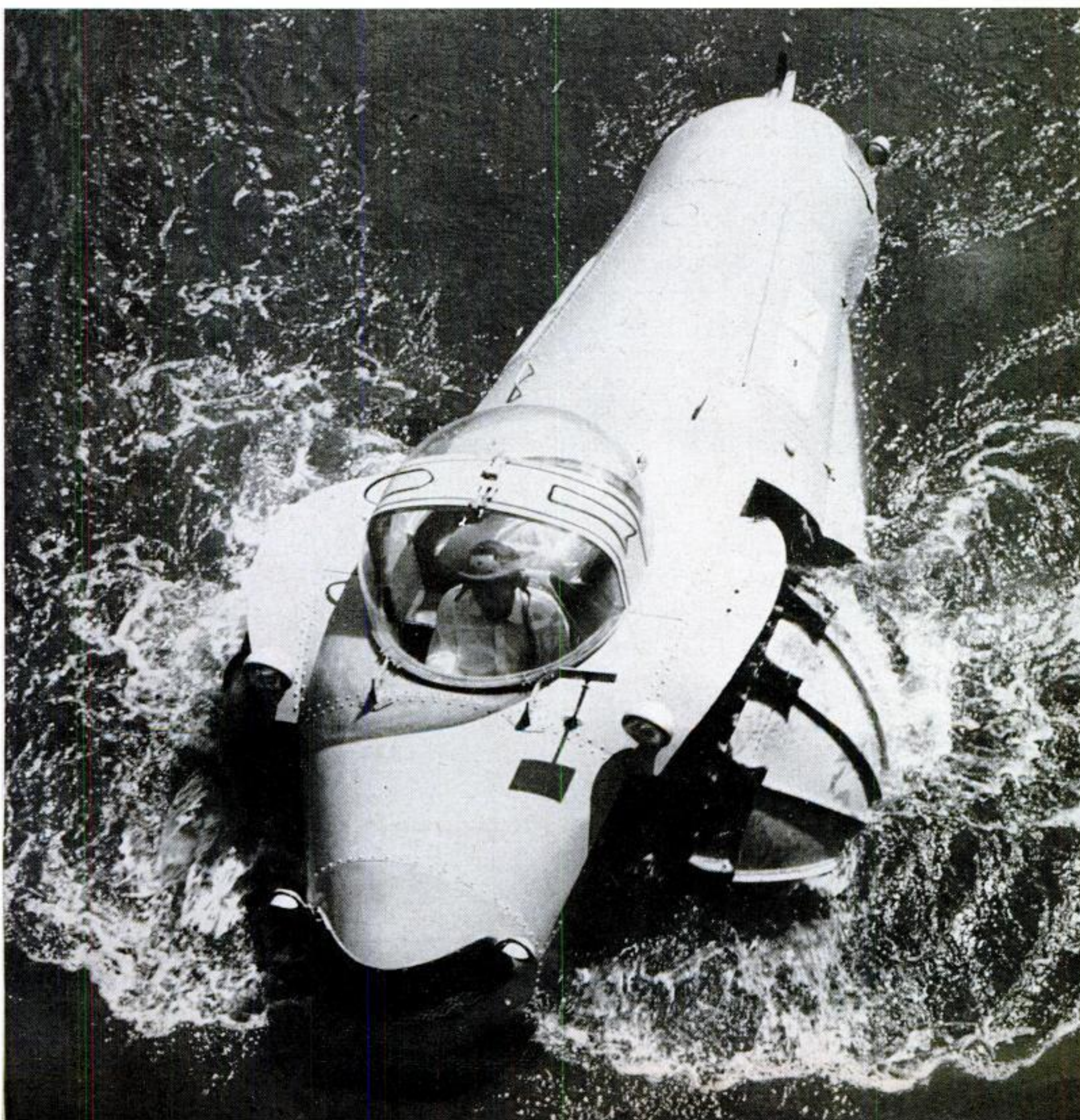
Hollow hemispheroidal wheels carry new craft across land, sea or mud

In the otherwise placid purlieus of Indianapolis, Ind. early this month the weird and wonderful object on the opposite page thrummed eagerly along a highway at 45 mph, chugged effortlessly up a 65% grade, was tilted almost vertically without tipping over, then ended an eventful outing by churning through deep sand, mud and into the White River, where it cruised leisurely upstream at 4.3 knots.

Though shaped more like an old cigar, the vehicle

is called the "Rhino" for its massive bulk and its penchant for mud. The secret of its performance lies in its huge, hollow, hemispheroidal, slanting wheels which give it great traction and a low center of gravity. Still in its experimental stages, the machine, which is the brainchild of an inventor named Elie Aghnides, will need considerable modification—more power, more cargo capacity and less weight—before it can be ready for the commercial market.

AFLOAT, THE RHINO CHURNS ALONG THE WHITE RIVER, BUOYED UP BY ITS UNIQUE HOLLOW ALUMINUM WHEELS

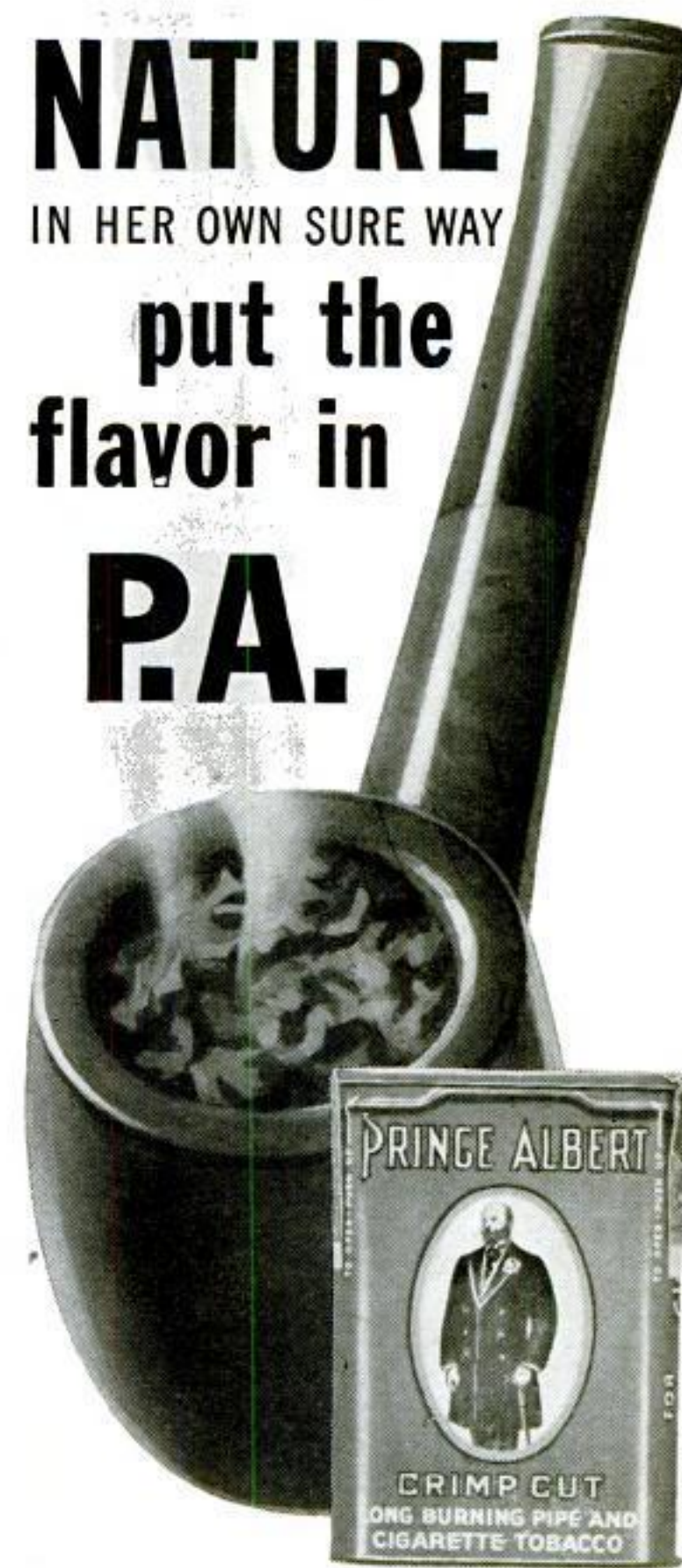


NATURE

IN HER OWN SURE WAY

put the
flavor in

P.A.



PRINCE ALBERT

America's largest-selling smoking tobacco

REEVES

"first in functional fabrics"



Pert and pretty back-to-school jacket and skirt by Glen of Michigan... in wonderful, washable, crease-resistant Chromspun acetate-rayon fabric by Reeves. Note clever "pocketchief" on sleeve. 3-6x about \$10. 7-14 about \$11. At Bonwit Teller.

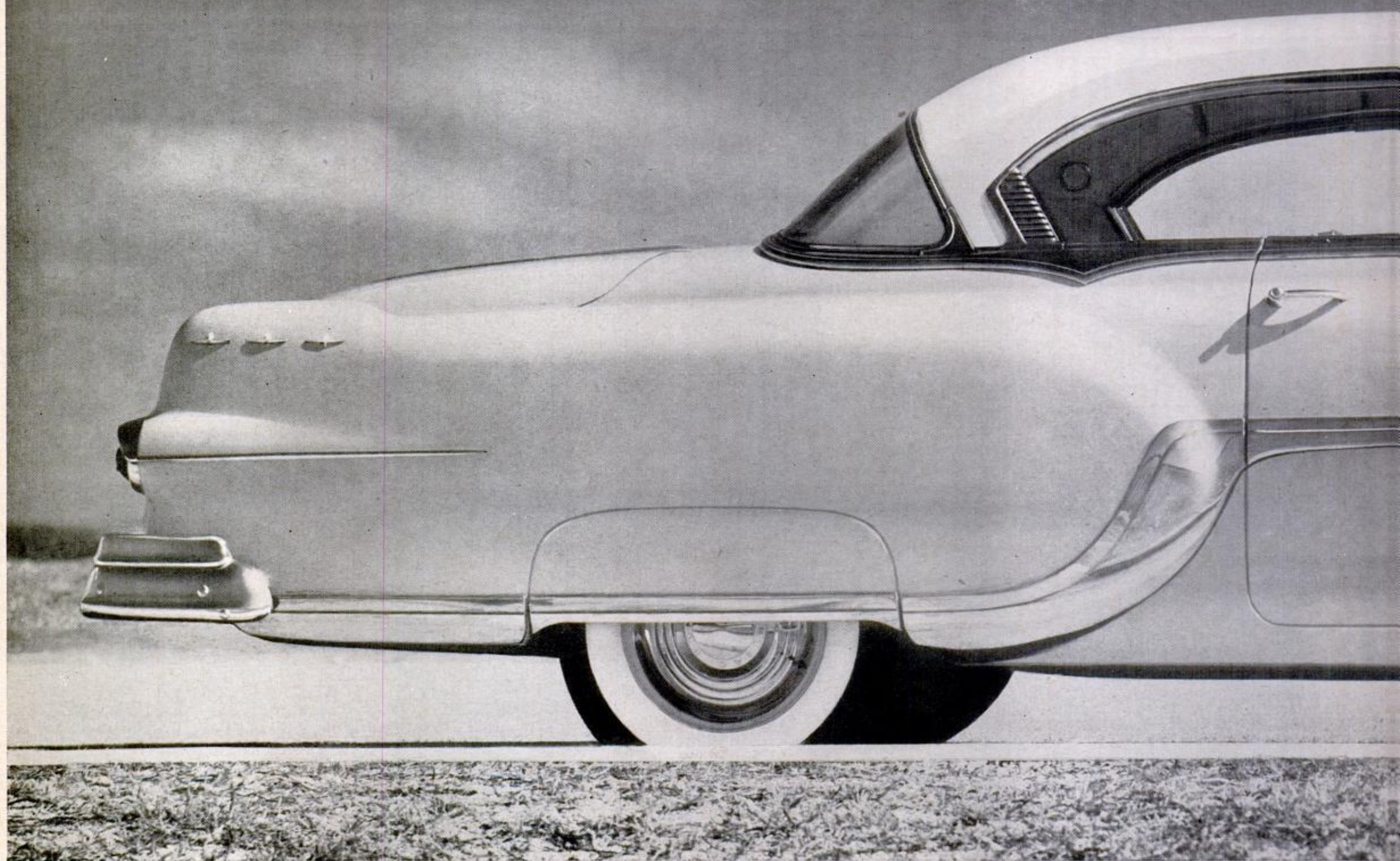
LOOK FOR THIS TAG
... your assurance
of fabric satisfaction.

For stores near you write
Glen of Michigan,
1407 Broadway, New York

Fabric by REEVES BROTHERS Inc., 54 Worth St., N. Y.



Right Now - America



IF you've been looking forward to the pride and satisfaction of fine-car ownership, the time to satisfy that urge is *right now*—and the car that makes it easy is Pontiac, because on every count of motorcar quality and value, Pontiac is the head-and-shoulders standout of the year.

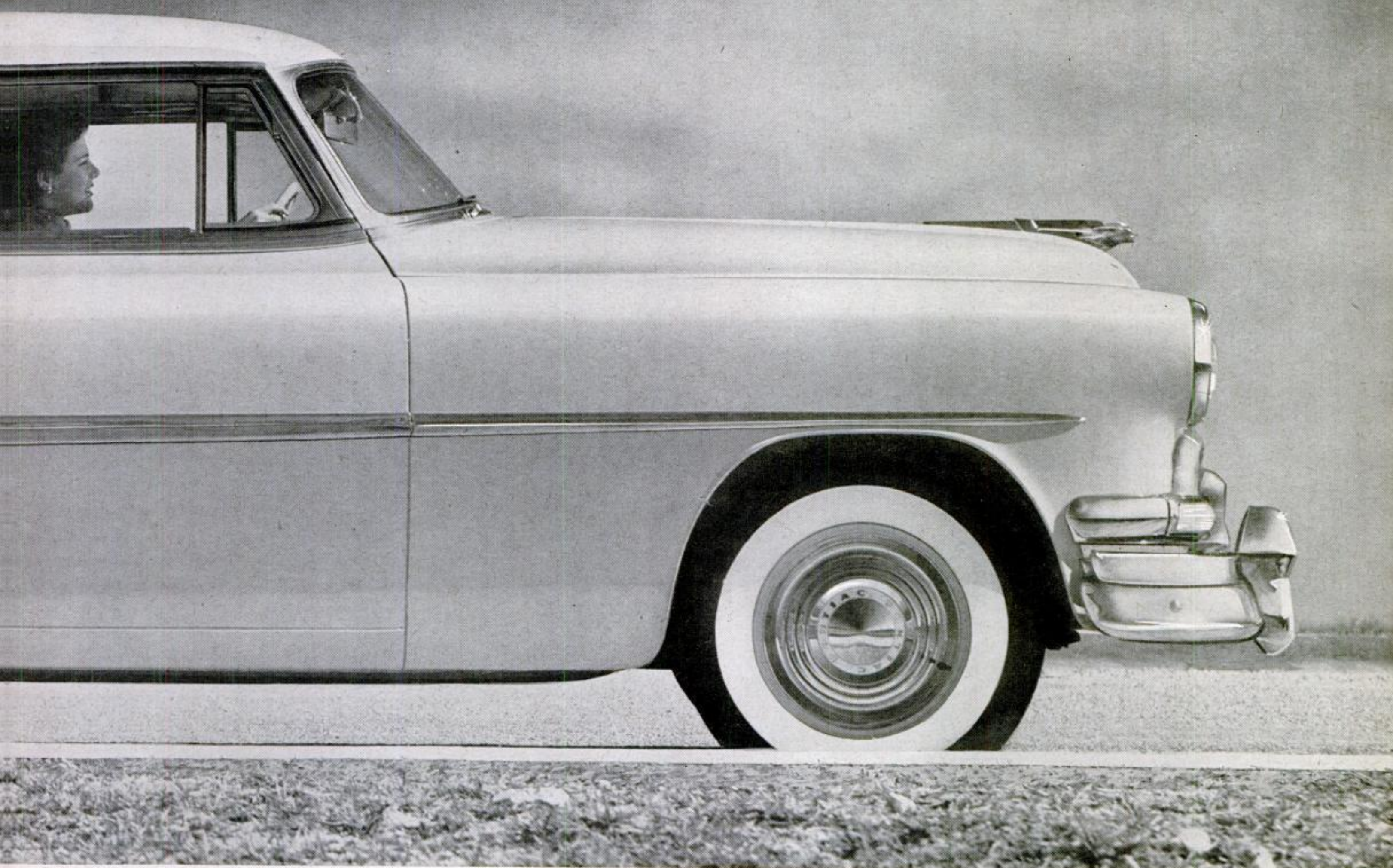
Pontiac's distinctive Silver Streak beauty and rich, luxurious interiors compare with America's finest cars. Its long wheel-base and well-balanced weight cradle you in road-hugging comfort. Its easy, instant response to your control provides handling as effortless as modern engineering can make it.

But the biggest surprise is under the hood. Pontiac's big, high-compression engine can deliver more power than you're ever likely to need—power to take you promptly to the fore in traffic, power to let you cruise the open road with exceptional economy and the security of an eager, extra surge whenever you need it.

However, nothing points up Pontiac's standout value more than its enviable reputation for dependability and long life with minimum maintenance expense—a reputation so widely known that the demand for used Pontiacs has for years main-

SEE YOUR NEAREST PONTIAC

ca's Standout Buy!



tained Pontiac's resale value at the very top of its price class. Point by point and feature by feature, Pontiac compares with the finest cars—but Pontiac, and Pontiac alone, offers all this big-car driving pleasure at a price right next to that of smaller, lighter cars—so low, as a matter of fact, that if you can afford any new car you can afford a long, low, luxurious Pontiac.

Any way you figure it, today's Pontiac—the biggest, most luxurious, most powerful ever built—is an incomparable buy. And to cap it

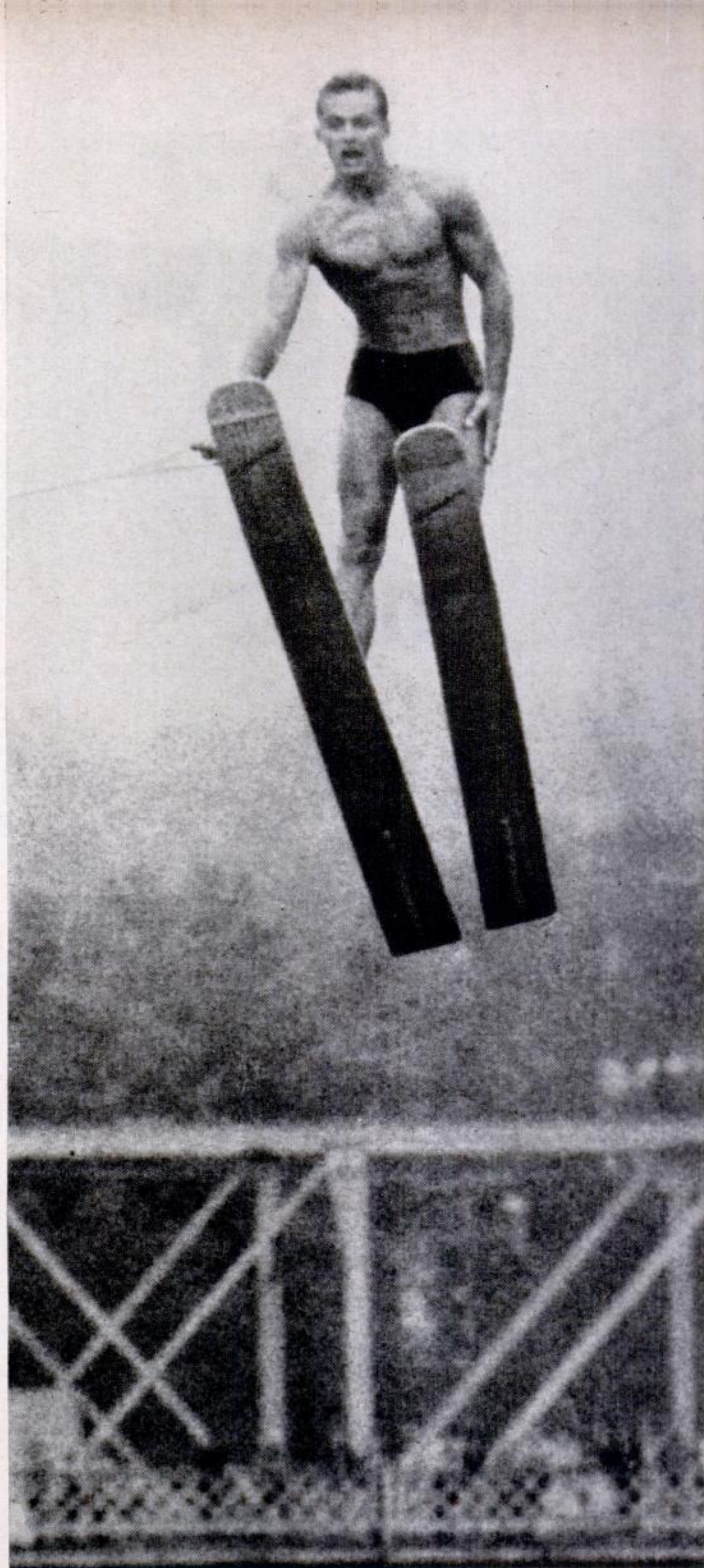
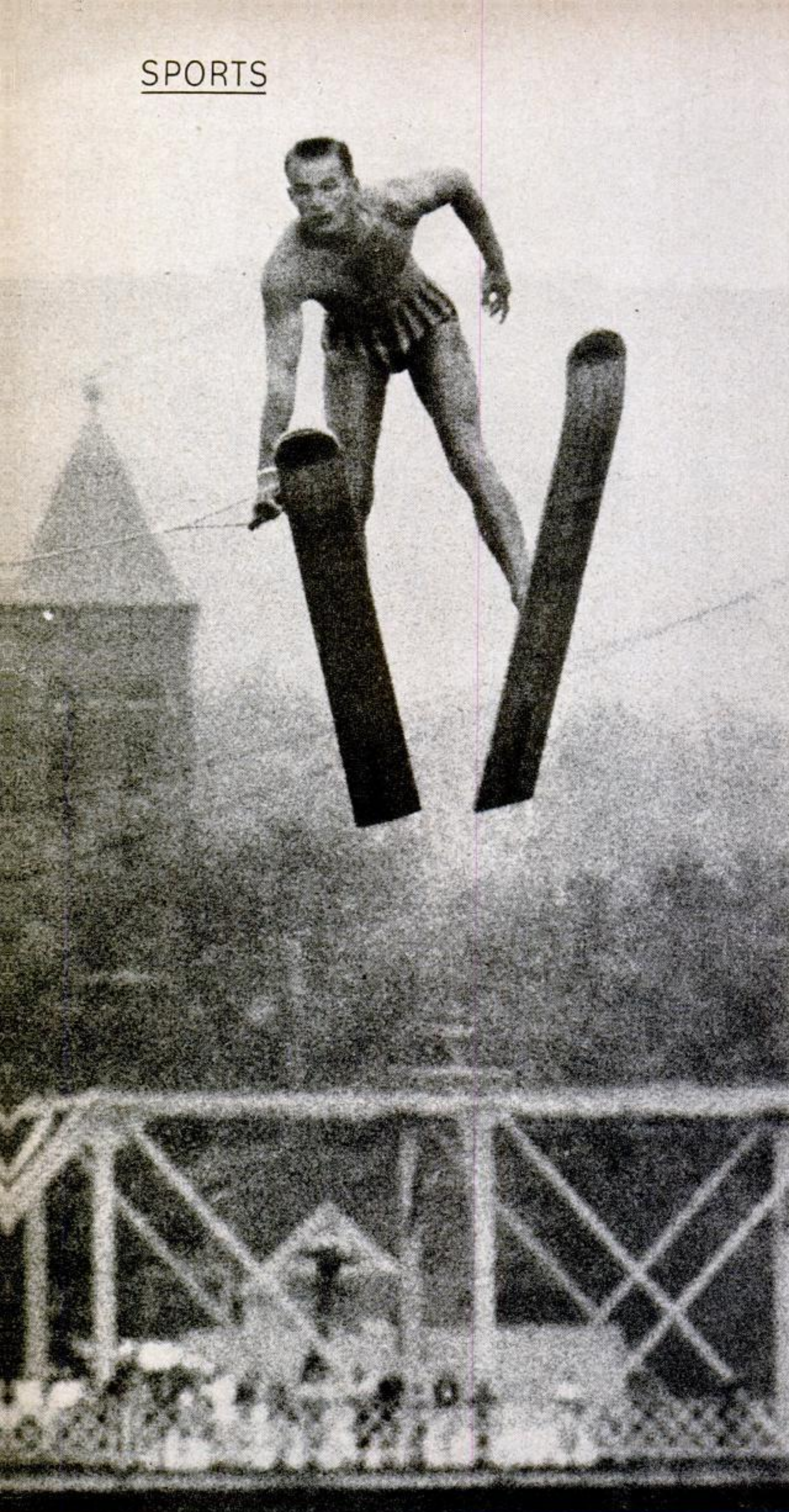
all, you'll find our remarkably liberal trade-in allowance will make the purchase of a Pontiac practically irresistible. We have the facts and figures to prove it, and the sooner you visit us the sooner you'll learn how very little it costs to enjoy the pride and pleasure of fine-car ownership.

DOLLAR FOR DOLLAR YOU CAN'T BEAT A



PONTIAC

DEALER



DICK BINETTE (LEFT) TAKES OFF ON 102-FOOT JUMP, THREE FEET OVER RECORD. THEN ROSENBERG (RIGHT) DID 103 BUT DID NOT SET RECORD (SEE BELOW)



103 DOESN'T BEAT 102

—So two water-ski jumpers merely tie for a new world's record

The two young men above, flying through the air with perfect form though little ease at the National Water Ski Championships at Laconia, N.H., are busting world marks in a sport which requires exceptional coordination and courage. This is a fact often obscured by the muscle-mad sun worshipers who try to monopolize the sport. Towed at 35 mph, the skier hits the 24-foot, 6-foot-high wooden slope with a terrific impact. Sometimes he goes splintering up

the jump on his face or flings into the water on his back. But if his form is correct he sails up high and far into the air. Last week, shooting at the world's record of 99 feet, Dick Binette went rocketing up and over to reach a new mark of 102. Then Butch Rosenberg outsailed Binette to register a tremendous 103 feet. This did not, alas, break the record. Reason: water skiing requires that any old record, to fall, must be exceeded by two whole feet.

← RECORD HOLDERS ROSENBERG (LEFT) AND BINETTE CONGRATULATE EACH OTHER



When I'm eating
Jell-O, I wish I
were a polar bear

Man, what a
cool dessert!

Now's the
time for

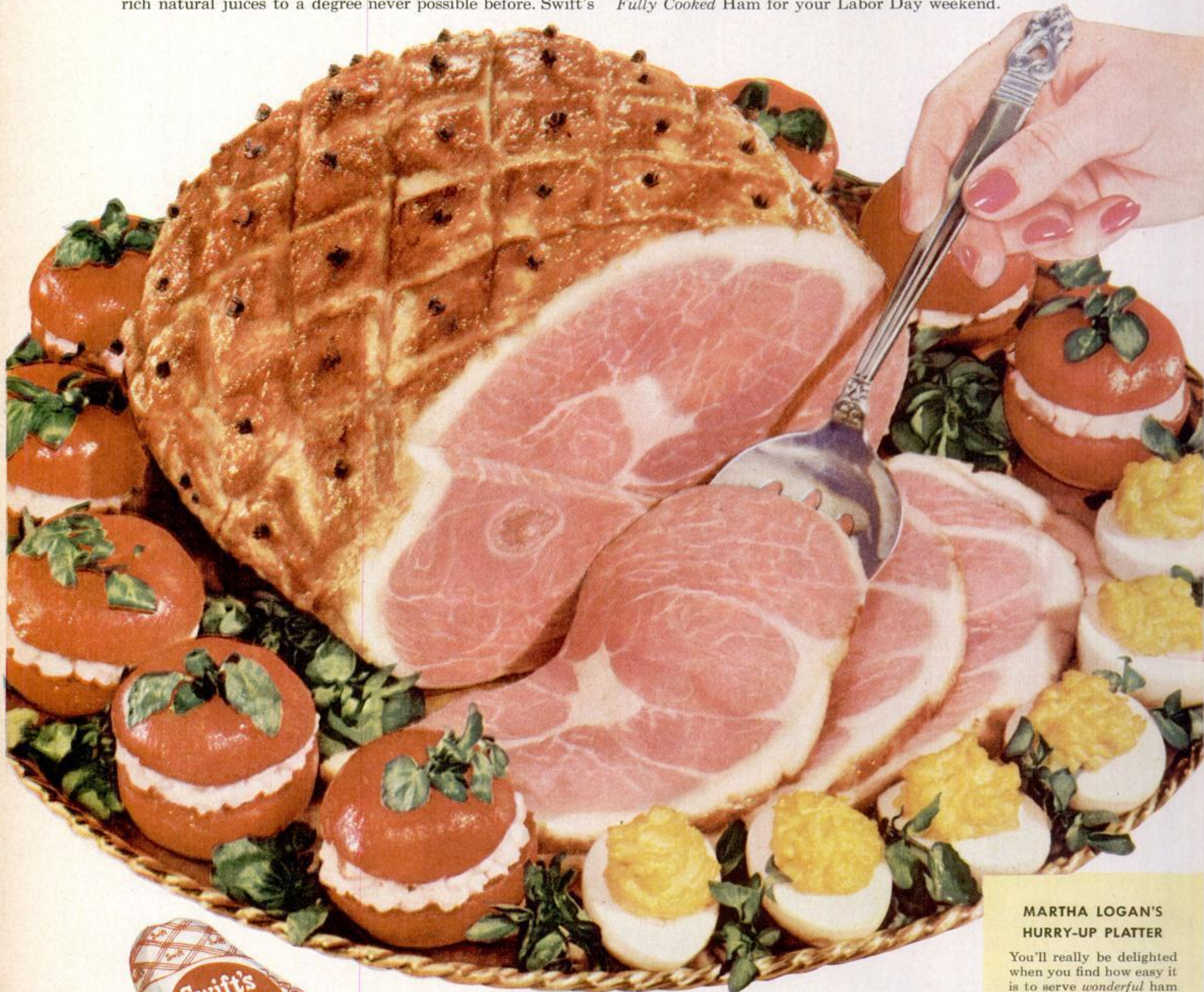


Lazy-does-it for this Labor Day spread

with the new Fully-Cooked Swift's Premium

Lazy-does-it so *deliciously* with this wonderful new ham of Swift's. It's fully cooked—no work for you—and you never tasted ham to match it. A new curing process, patented by Swift, seals in the rich natural juices to a degree never possible before. Swift's

Premium Ham is still sugar-cured and smoked over hardwood embers as always. But now it's juicier, even better than ever. So take it easy, enjoy it *more*. Get new Swift's Premium Fully Cooked Ham for your Labor Day weekend.



SWIFT—TO SERVE YOUR FAMILY BETTER

Swift's Premium Ham



Tune in
Don McNeill's Breakfast Club
ABC radio — weekday mornings

MARTHA LOGAN'S HURRY-UP PLATTER

You'll really be delighted when you find how easy it is to serve *wonderful* ham with the new Fully Cooked Swift's Premium. This superb ham is thoroughly, deliciously cooked when you buy it, *truly* ready to eat. To "party-fy" it with a glaze, as shown here, just coat with a mixture of 1 c. sifted brown sugar and 2 tbsp. flour and put in a hot oven (400° F.) for about 15 min. It'll be ready faster than you can devil eggs and put tomato halves together with cottage cheese.

Your choice of:
FULLY COOKED
(Red Label)
UNCOOKED
(Blue Label)
CANNED
And if you're eating out, look for Swift's Premium Ham on the menu.



WOMEN'S CHAMPION in the jumping event was Joan Turbett. Women's jump is five feet high instead of six; women approach at 28 mph instead of 35.



SKI QUEEN elected for carnival, Winnie Wolford, wore veil even on water skis. Chosen for beauty, Miss Wolford finished well down in skiing contest.



A luxury that actually does you good!

New after-shave blend—with two special ingredients—gives you protection you can actually *feel*! and a light, fresh scent that *stays with you*!

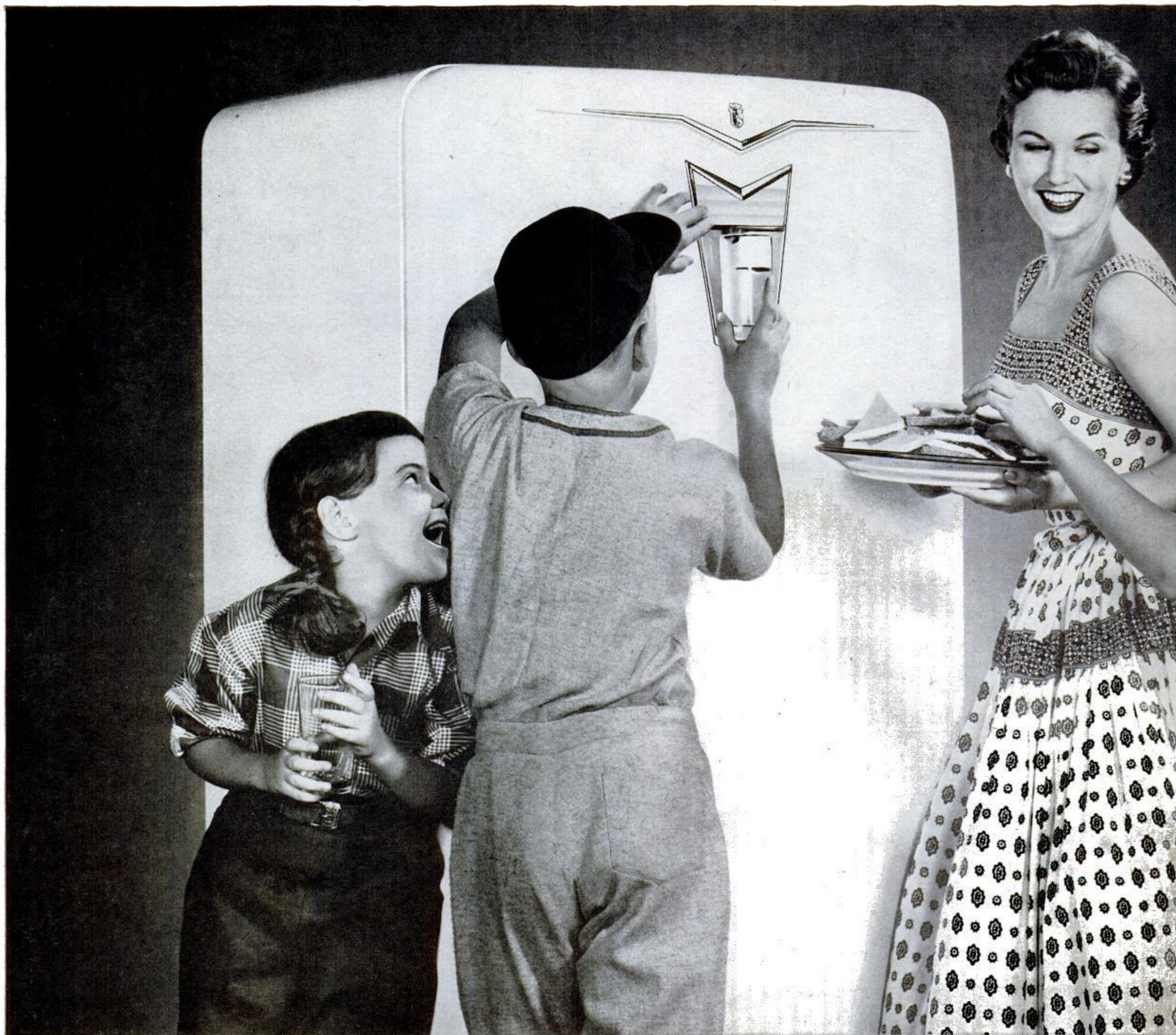
It gives you a wonderful *feel* of luxury . . . clears your head; brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

NOW! Cold drinks *right*



EXCLUSIVE DEEP DOOR DESIGN

Fully recessed in the door, those deep shelves double "front-row" space without stealing an inch of room from inside. Imagine—12 big, tall, bulky "quart" bottles fit neatly into just two door shelves—they're so deep and wide!

HUGE FULL-WIDTH FREEZER

Here's real home freezer performance—and capacity. Freezes and stores as much as 70 pounds of frozen foods. Three "quick-release" ice trays. Self-closing door serves as a handy rearranging shelf. Freezer defrosts automatically.

COMPLETE SELF-DEFROSTING

Yes, *complete* self-defrosting in the entire refrigerator—including the freezer—at three o'clock every morning. You don't even have to press a button, or empty defrost water. Proved in more homes than any other brand!

CROSLEY *Super* SHELVADOR®

through the refrigerator door!



The *AUTOMATIC BEVERAGE SERVER*
...most exciting refrigerator feature
in 20 years is yours only with

CROSLEY *Super* SHELVADOR®

Chilling compartment is inside . . . drink tap is on outside of door. Just raise your glass—and PRESTO! . . . you've served yourself an ice-cold drink. Holds a gallon!

Saves money . . . helps keep food better because you're not repeatedly opening the door to get a drink. What a wonderful convenience for the whole family!

It's another great Crosley "finger-tip" feature—like the roll-out shelves, roll-out crisper, and meat drawer that bring "back-row" foods right up front, in easy reach. And the Butter & Cheese Safe in the door—handiest possible place for keeping a pound of butter and two pounds of cheese just right for best eating.

Only Crosley gives so many features that housewives want most—
features that make it the world's most convenient refrigerator.
And "Cool-Glo" Interior Styling helps to make it the most beautiful.

CROSLEY

DIVISION OF
AVCO
CINCINNATI 25, OHIO

In Canada, Crosley Appliances, Television and Radios are manufactured and distributed by Moffats, Ltd., Weston, Ont.

You can own a genuine Crosley
Shelvador Refrigerator
for as little as \$169.95.
Ask to see Model LF-7.

**IT'S CROSLEY
HOSPITALITY MONTH!
SEE YOUR CROSLEY DEALER
FOR HIS BIG BONUS OFFER!**



Model CAF-125

New! **FRESH** stick deodorant the Modern Way To Be Safe!



cooling
quick
no dribble
no drip

Use Fresh Stick Deodorant daily



Just Stroke it on—
Perspiration and
Odor Gone!

the first anti-perspirant and deodorant stick
with a skin tonic base!

only **49¢**
plus tax

Fresh is a registered trademark of The Pharma-Craft Corporation



COMPOSITE PHOTOGRAPH TELESCOPES FOUR FUNCTIONS OF JACK WEBB

JACK OF ALL TRADES

Webb is everywhere in 'Dragnet' movie version



IN AN IMAGINARY SCENE DURING THE FILMING OF "DRAGNET," WITH WEBB SERVING SIMULTANEOUSLY AS ACTOR, DIRECTOR, PART-TIME WRITER AND EDITOR

It was just a matter of time till the familiar dum-du-dum-dum of *Dragnet* hit the movies. With a built-in weekly audience of 16½ million viewers and six million radio listeners, steely-voiced Impresario Jack Webb was as certain to make a feature film as his hero Joe Friday is bound to catch his weekly crook. It was equally certain that the movie would bear the unmistakable Jack Webb stamp in all departments. As the composite picture above indicates, Mr. Webb, who masterminds his radio and TV shows the

same way, consults (left, foreground) with Scriptwriter Richard Breen, sits in the director's chair (center, foreground), squats next to the camera crew (upper left), plays Cop Friday (center) with his trusty sidekick Frank Smith (Ben Alexander) and, as co-owner of the company producing the film, goes over the day's rushes with the cutter (right). Like his air shows, the movie *Dragnet* is a tense, understated, often monotonous run-through of a "true-life" crime, and like them, too, will probably be a howling success.

1st Prize Winner

Advertisement



above: Betty Lu Burford, Lindsay, Oklahoma • Store: Safdi's, Oklahoma City, Oklahoma
2nd place: Carol Noir, New York City, N. Y. • Store: R. H. Macy & Co., New York City, N. Y.

in the Dennisons of Glens Falls

"SEE YOUR CHILD MODEL A LIFE AD" CONTEST

LOVELY OKLAHOMA CHILD TAKES TOP PRIZE IN NATIONAL CONTEST

Chosen 1st from entries that piled in from every state in the nation, Betty Lu whirled through a thrilling week in New York. The contest, to choose a model for the sponsors next Life ad, simply called for a completed entry blank and a photo of the youngster showing a Dennisons of Glens Falls garment. Six year old Betty Lu was impressed by New York's skyscrapers and subways, loved fresh seafood, wanted to climb the Statue of Liberty and see Coney Island.

While in New York, she received a \$500. Savings Bond, appeared on a network television show, was feted from Broadway to the Brooklyn Bridge, and photographed (modeling the 3-tiered bouffant nylon taffeta slip shown above) by a famous photographer. Illustrated slip available in sizes 2-6, \$1.98; in 7-14, \$2.98.

The current contest which requires a new model for the next Life ad, ends October 10th. The winner will be brought to New York for a full and exciting week.

ENTERING THE CONTEST IS EASY! Go to your favorite store and obtain a free entry blank—send it, with a snapshot of your youngster showing a Dennisons of Glens Falls garment, to Dennisons of Glens Falls, Glens Falls, N. Y. Our judges will do the rest.

THE WINNER WILL MODEL OUR NEXT LIFE AD. Prizes include: A flight via American Airlines DC-7 Flagship non-stop coast-to-coast. A week's stay at the famous Hotel New Yorker. A new 21" TV set. Other prizes are, an equipped English Sedley bicycle, 12 lingerie wardrobes, and 100 pieces of lingerie.

LUX CARE...
means longer wear



DENNISONS OF GLENS FALLS
GLENS FALLS, N. Y. • NEW YORK OFFICE: 1350 BROADWAY

Jack Webb CONTINUED



A GRISLY MURDER opens movie *Dragnet* as a two-timing gangster gets himself blown in half by a sawed-off shotgun in a field outside Los Angeles.



A ROUSING SLUGFEST, the high point of the film, ends with a mobster being knocked through a window, victim of Sgt. Joe Friday's pent-up wrath.



A SECRET HIDEOUT opposite the back window of mobster's nightclub headquarters enables Sergeant Friday to get tip which helps him break case.



P. S. Add French's to canned beans for country-kitchen goodness

FRENCH'S MUSTARD *does something wonderful for a Barbecue!*

- ✓ FRENCH'S pure yellow Mustard blends better because it's creamier . . . smoother.
- ✓ FRENCH'S rich mustard goodness does not fade out in cooking.
- ✓ Get a jar tomorrow and see what a wonderful flavor difference FRENCH'S makes!

FREE! NEW RECIPE LEAFLET
"Barbecue Treats"

The R. T. French Co.
1979 Mustard Street, Rochester 9, N. Y.

Name _____

Address _____

City _____ State _____

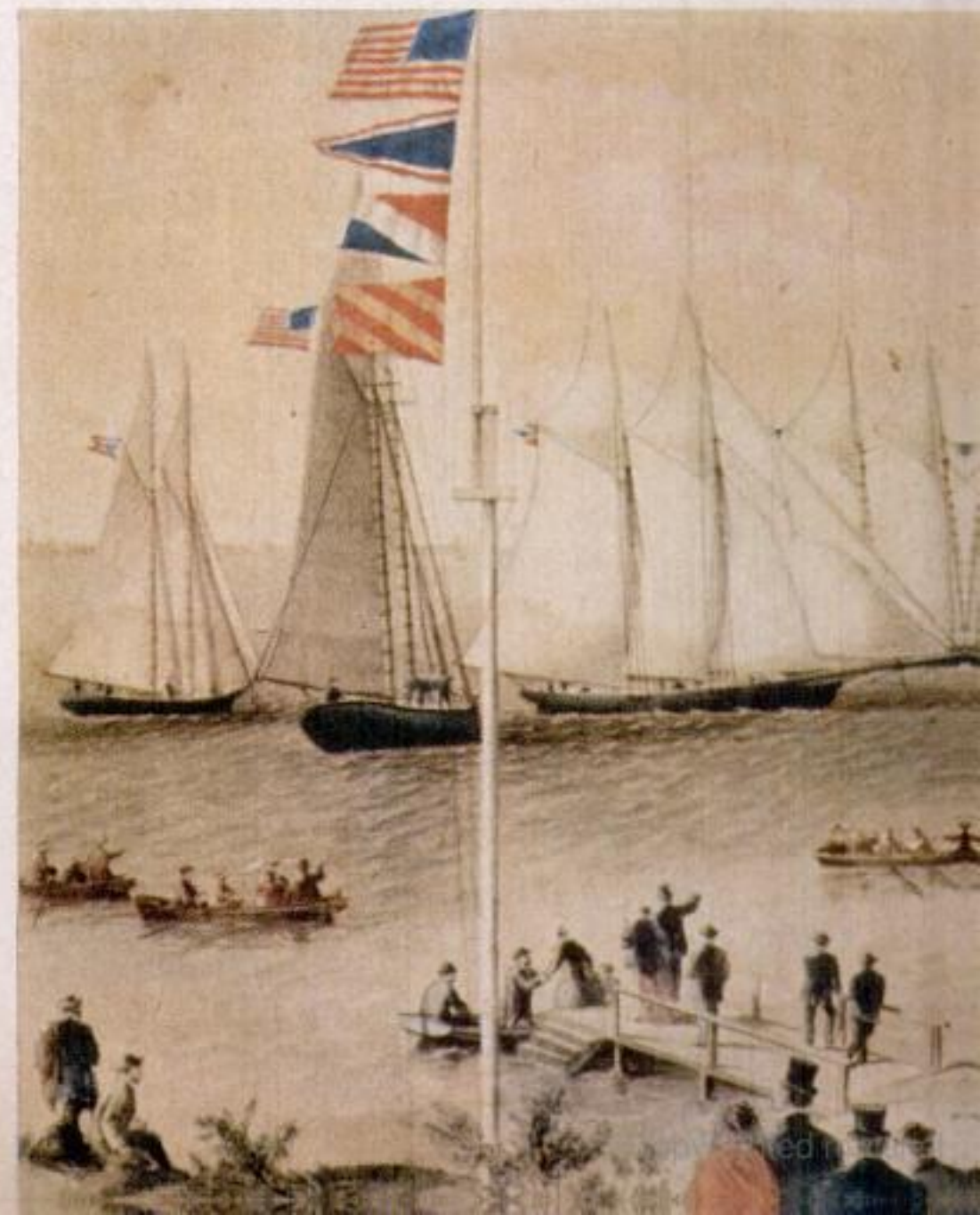
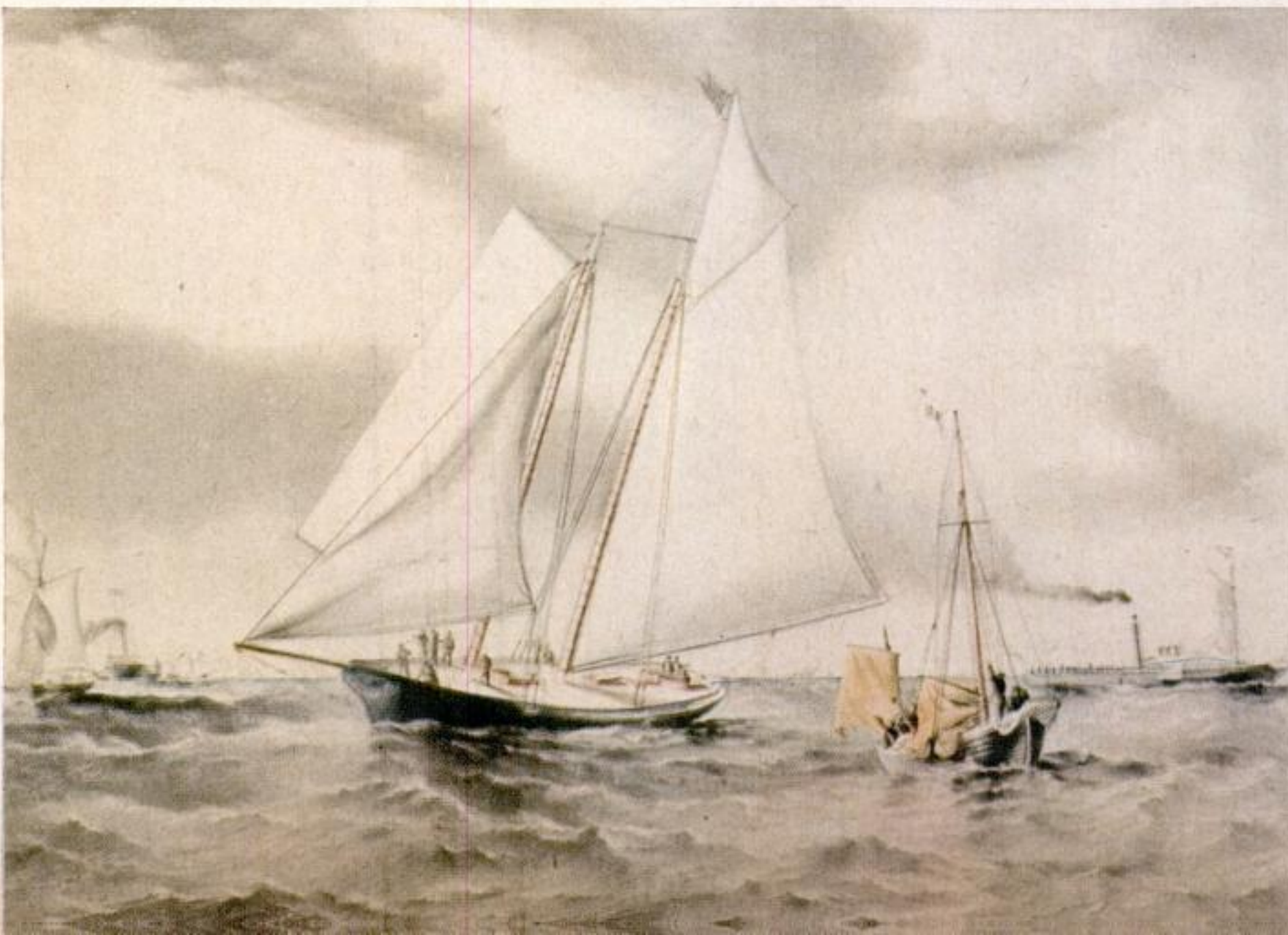


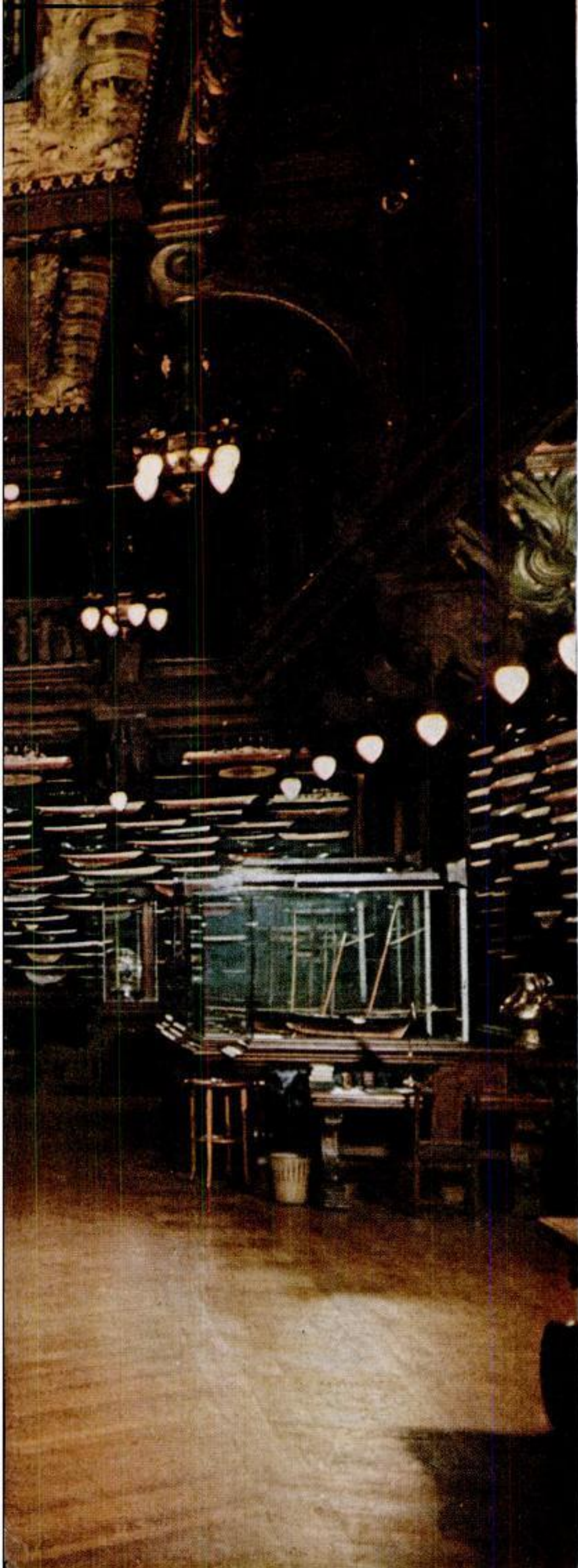
ORNATE MODEL ROOM PRESERVES MINIATURES OF CUP DEFENDERS AND MEMBERS' YACHTS. IN CASE AT RIGHT IS SCHOONER "AMERICA" AND LOWER LEFT

SCHOONER "AMERICA" outsails 14 English yachts around Isle of Wight in 1851. When Queen

Victoria asked which boat was second, a red-faced Briton replied, "Your Majesty, there is no second."

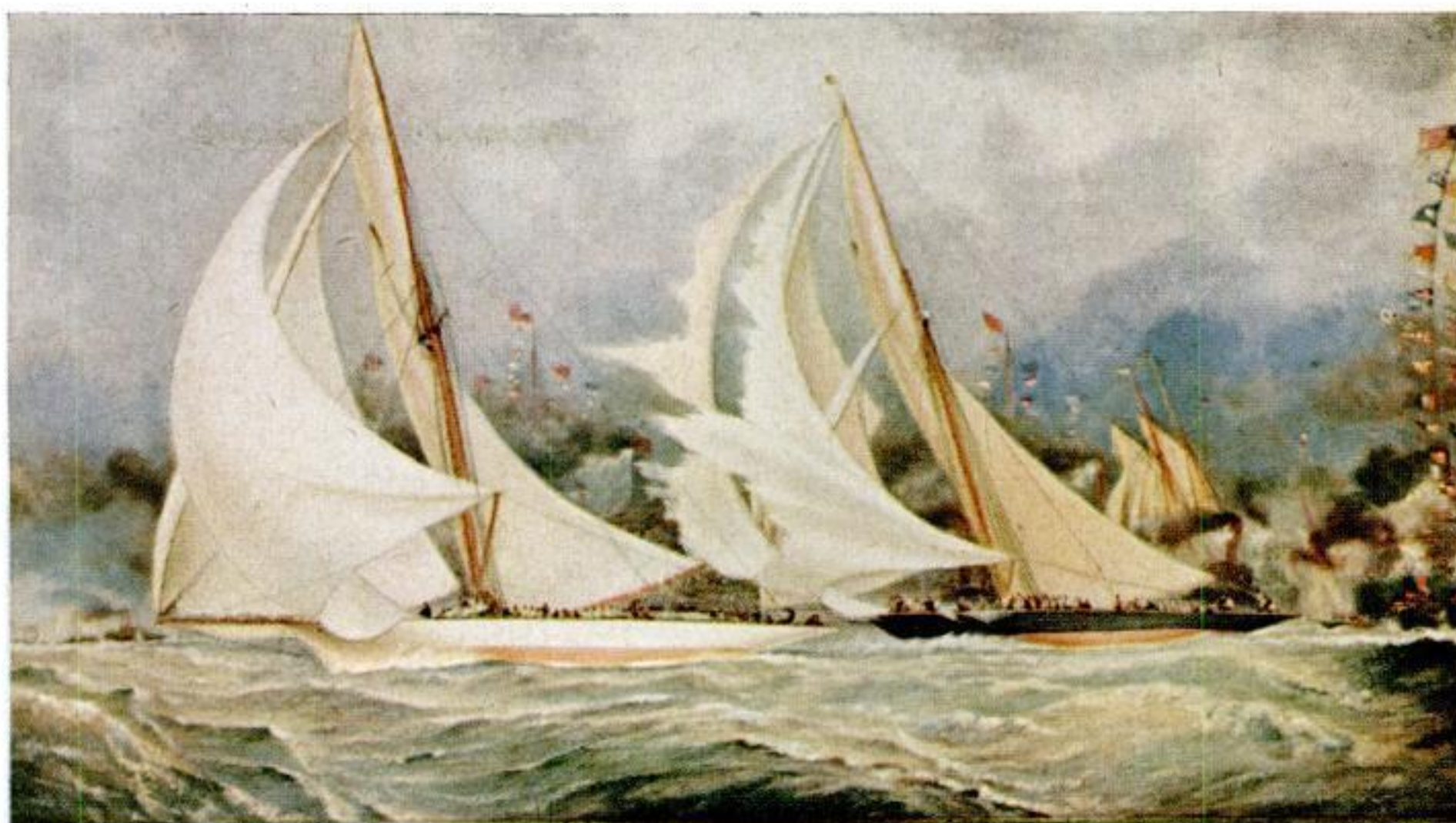
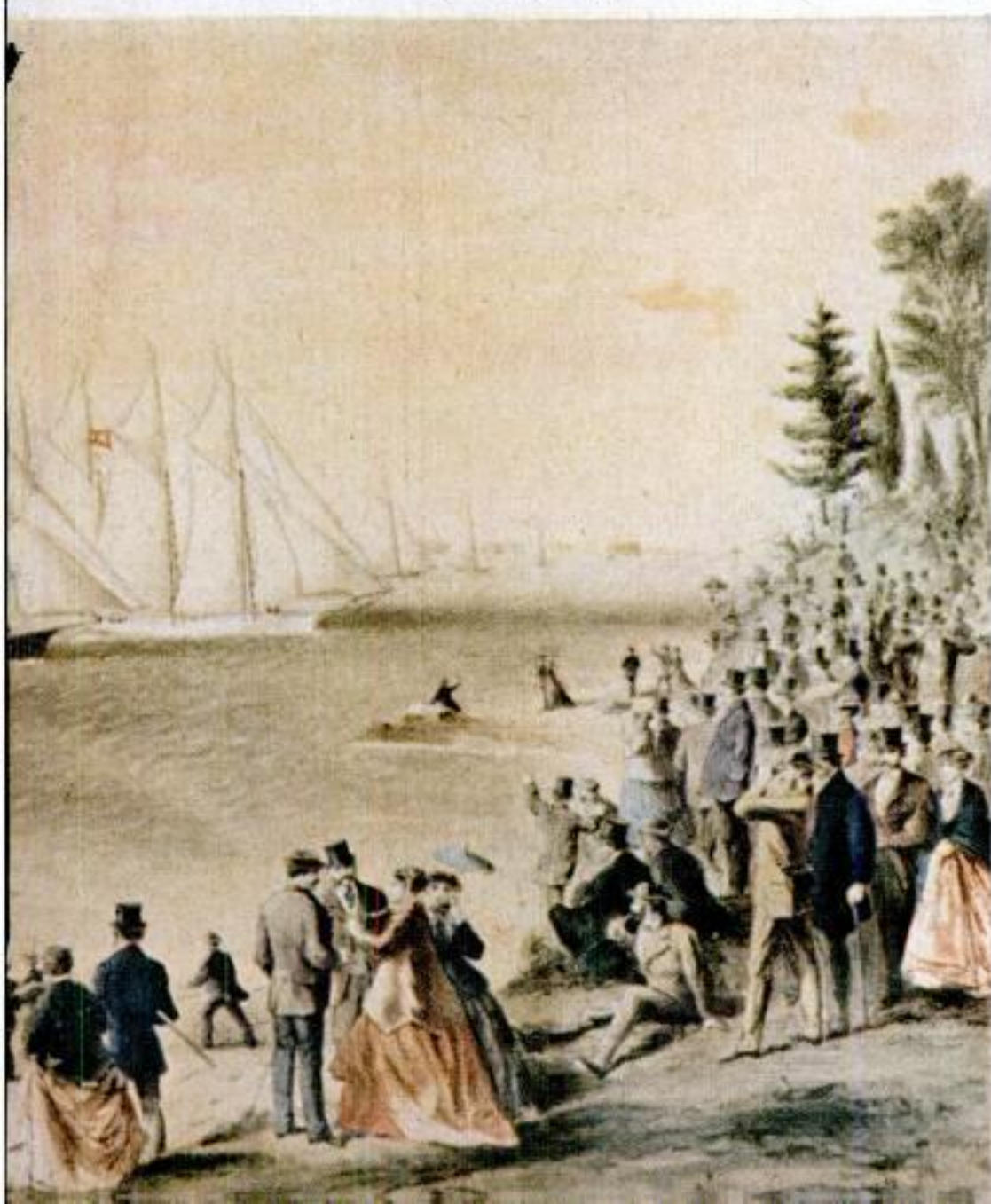
IN EARLY REGATTA New York Yacht Club schooners pass through The Narrows of New York





IS "GIMCRACK" ON WHICH CLUB WAS FOUNDED

Harbor heading for sea. Races usually lasted one day, were followed by fancy suppers featuring turtle soup.



CUP DEFENDER *Vigilant* (left) scuds down wind with lead in 1893 as *Valkyrie II*, British challenger,

blows out a spinnaker. Despite losing two spinners *Valkyrie* lost the race by only 40 seconds.

100 YEARS OF YACHTING

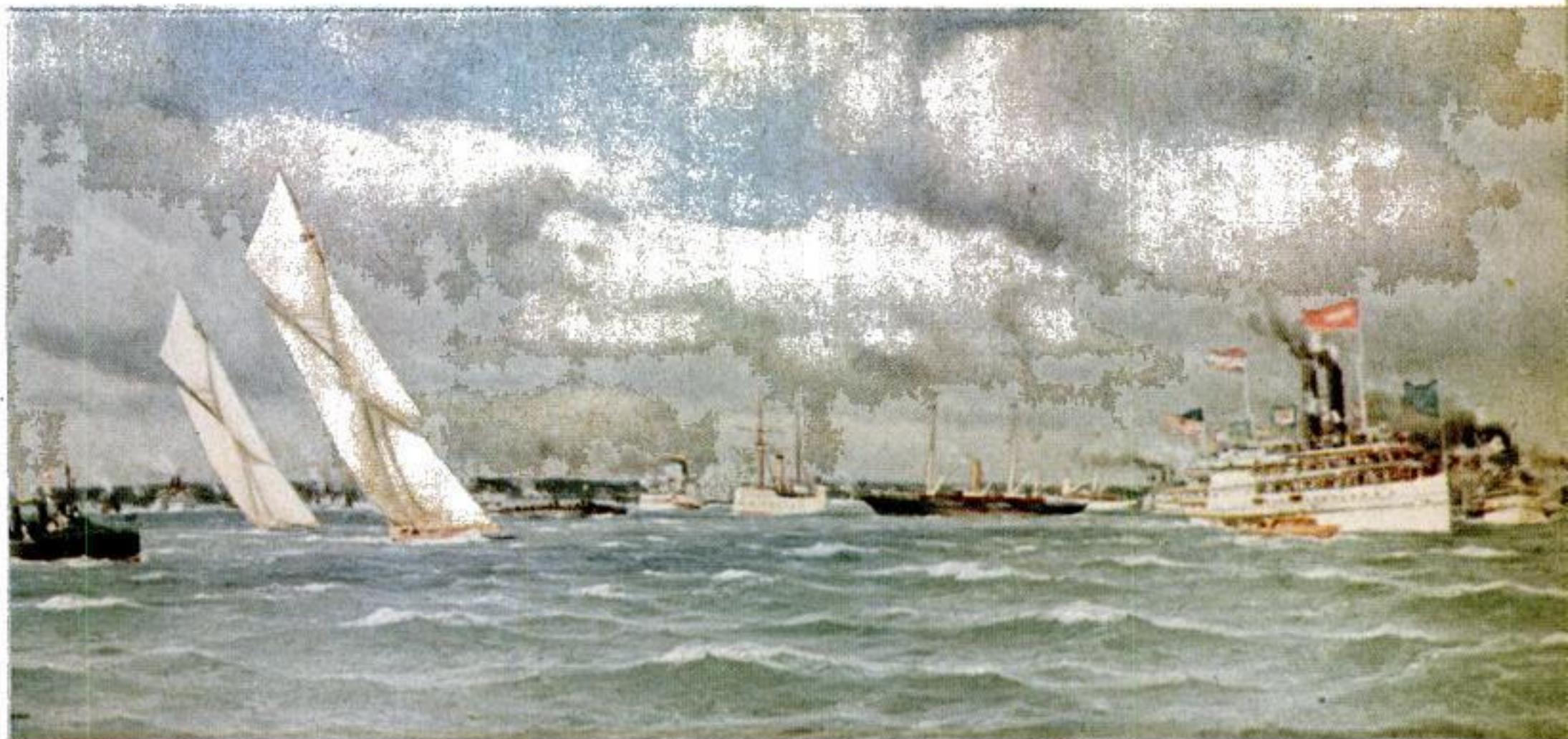
New York club enjoys the good old—and new—days

In July 1844 nine men met aboard the schooner *Gimcrack*, anchored off the Battery at the foot of Manhattan Island, and formed a yacht club. Since then the venerable New York Yacht Club has changed headquarters six times and now is high and dry, without dock or yacht basin, just off Fifth Avenue—most members belong to other clubs in order to get anchorage for their boats. The club house smells more of old mahogany than of salt water, but its model room (left) and walls contain evidence that its yachts and yachtsmen have long been busy at sea.

The world's most famous yacht, the schooner *America* (below, left), carried the N.Y.Y.C. burgee across the Atlantic in 1851 and outraced 14 crack yachts of Britain's Royal Yacht

Squadron. The cup she brought back was rechristened The America's Cup. Sixteen times the British Empire sent its best to try to win the cup, but all challengers were turned back by N.Y.Y.C. racing yachts like *Vigilant* (above), *Enterprise* and *Ranger*.

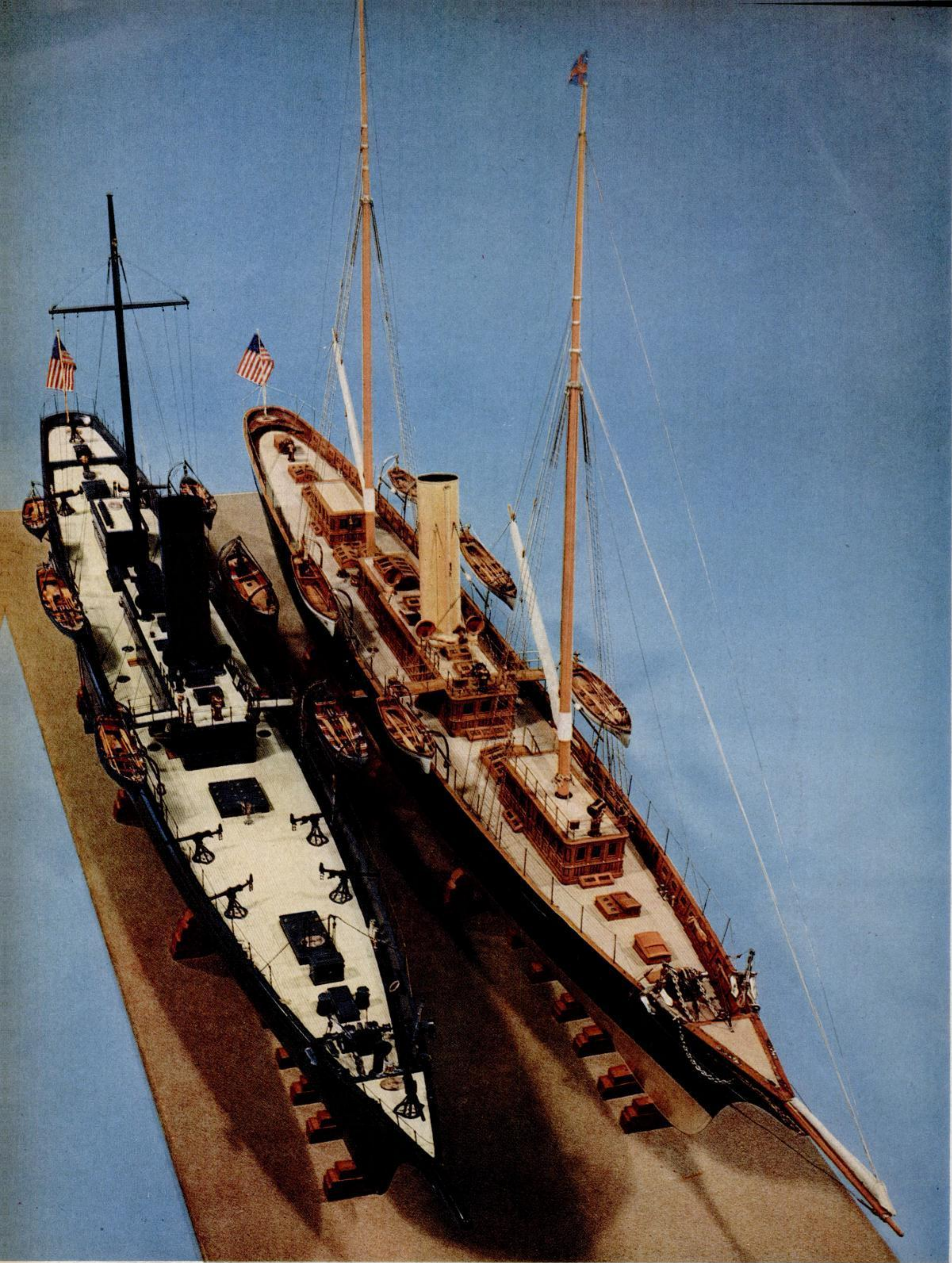
Primarily a big-boat club, it staged transatlantic races on which members bet as high as \$30,000. In the steam-yacht era J. P. Morgan's sumptuous *Corsair* (next page) was its flagship. But this year, when the fleet rendezvoused for the club's 100th annual regatta, it was plain how much smaller N.Y.Y.C. boats had become. With the trend away from boats with paid crews, even N.Y.Y.C. veterans of the good old days are finding it more fun to do the work themselves.



SIGHTSEEING FLEET keeps pace with racing yachts off Sandy Hook in America's Cup Race of

1899. *Columbia* leads *Shamrock I*, first of five challengers Sir Thomas Lipton sent over from Britain.

CONTINUED ON NEXT PAGE



TWIN MODELS show J. P. Morgan's famous *Corsair* as a pleasure yacht (*right*) and as a gunboat, the *Gloucester*, which fought in the Spanish-American War

and took part in the defeat of the Spanish fleet at Santiago. The second of four Morgan *Corsairs*, this one was built in 1880. These models are worth \$30,000.

BOATS CHANGE SHAPE THROUGH THE YEARS

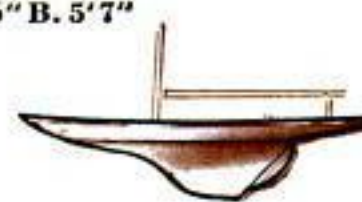
The yachtsman's pursuit of sailing speed over the years is reflected in the size and shape of the racing sailboats sketched on this page. When the *America* (third from bottom), first in the long line of Cup boats, came off the ways a century ago, her graceful clipper bow seemed radical. Later the shallow-draft *Magic* appeared, then the *Puritan*, a compromise between the deep and shallow draft schools. *Reliance*, with her well-rounded hull and deep keel, looked in frontal silhouette (bottom, right) like a champagne glass but performed poorly in heavy going. *Ranger*, last of the Cup Defenders, was a perfect blend of speed and seaworthiness. Big boat design has at times influenced small boat builders, as in the *International* (right) which resembles the *Ranger*. But since the '30s the smaller sailboats have been of shallower draft design. One of these, the *Flying Dutchman* (right), draws hardly any water. When conditions are right it can go 20 knots, faster than any of the magnificent Cup Defenders.



1939 LIGHTNING, LENGTH 19' BEAM 6'6"



1951 FLYING DUTCHMAN, L. 19'6" B. 5'7"



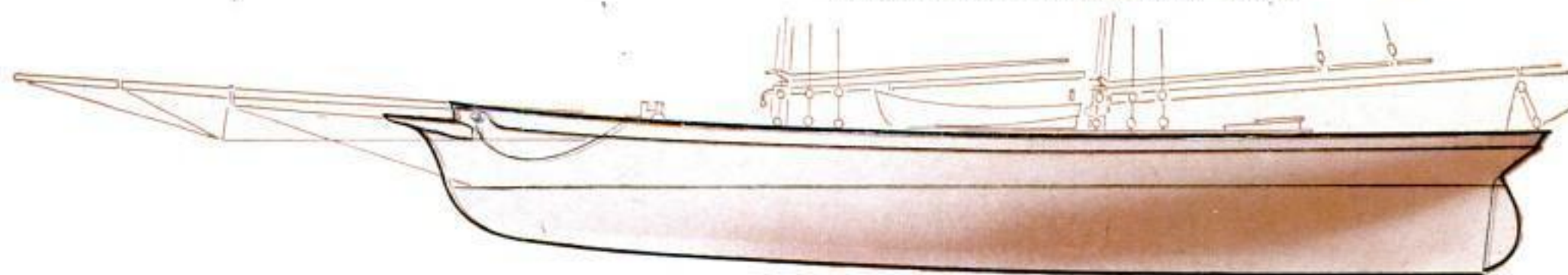
1937 INTERNATIONAL, L. 33'2" B. 6'9"



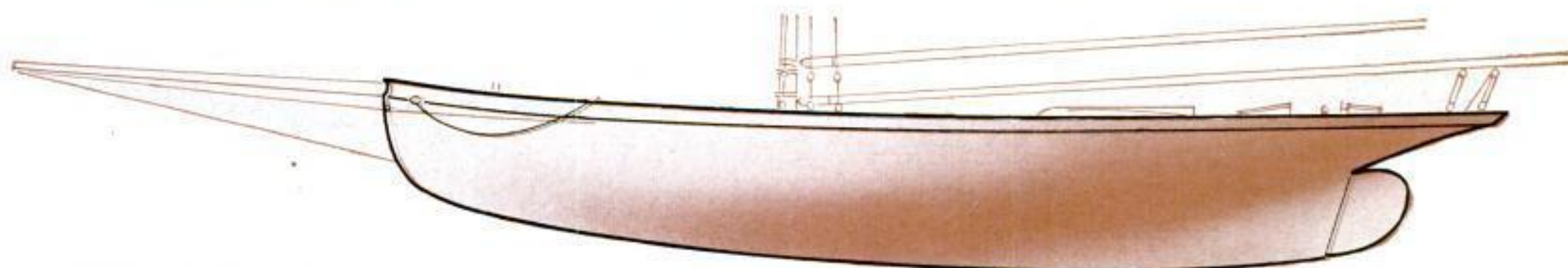
1939 INTERNATIONAL 110, L. 24' B. 4'2"



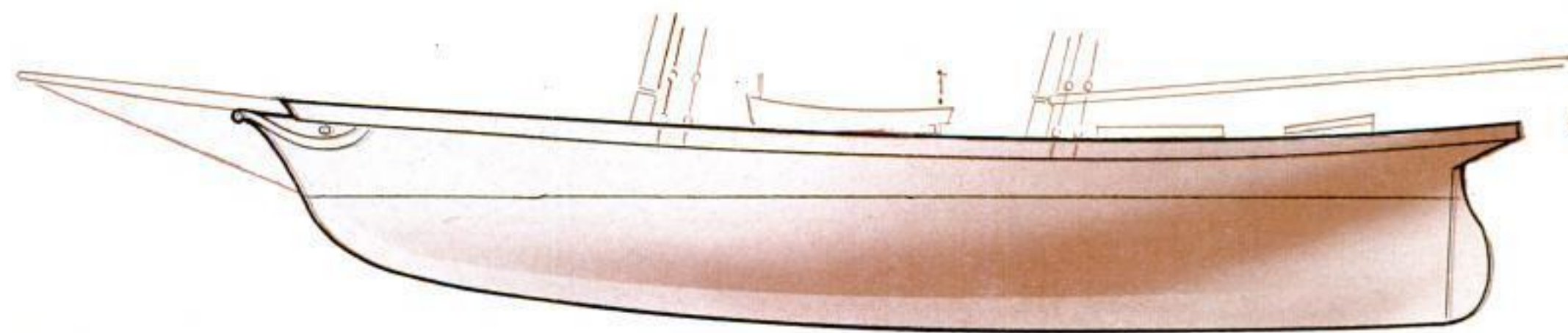
1952 CONTROVERSY, L. 25'11" B. 8'3"



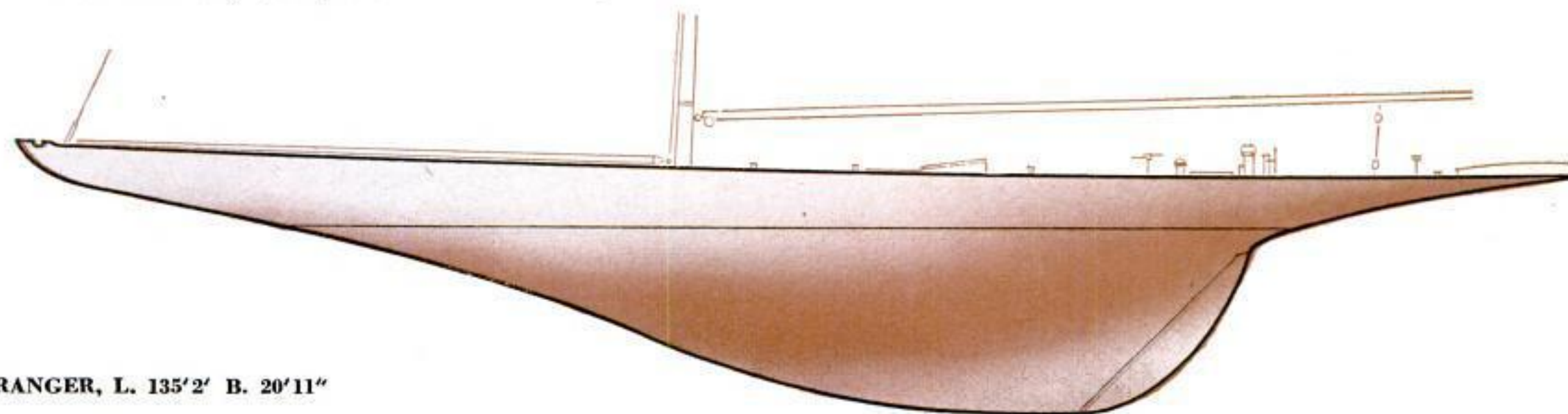
1870 MAGIC, L. 84' B. 20'9"



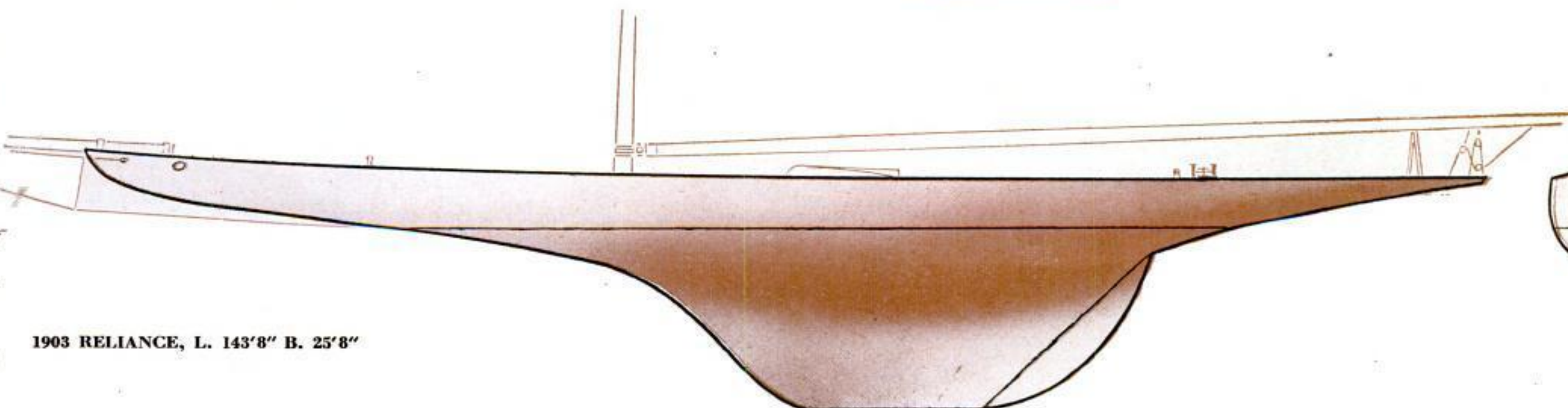
1885 PURITAN, L. 94' B. 22'7"



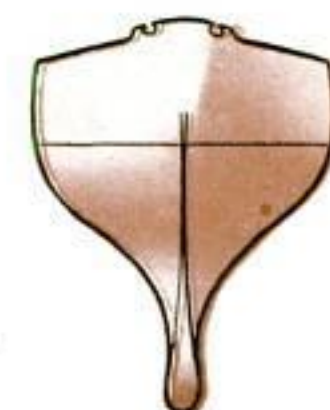
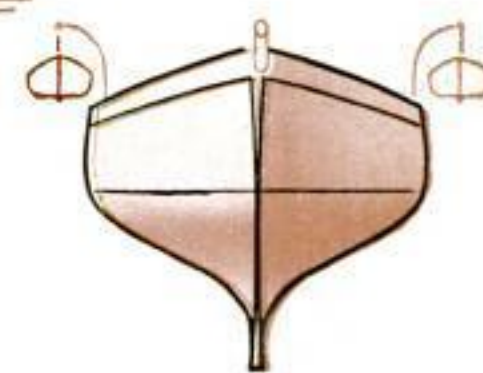
1851 AMERICA, L. 101'9" B. 23'



1937 RANGER, L. 135'2" B. 20'11"



1903 RELIANCE, L. 143'8" B. 25'8"



FAMOUS BOATS drawn to scale include winner of the America's Cup and four Defenders (bottom) dwarfing five of today's popular sailing craft (top). *Lightning*

(top) combines roominess with smart performance. The *International 110* sacrifices comfort for speed while *Controversy* has a galley and head, sleeps four.



THE ISELIN TREND is toward small boats instead of ones like the 123-foot *Defender* (above), owned by a syndicate headed by C. Oliver Iselin, which in 1895

with a paid captain and crew defended the America's Cup. Today Oliver's son Adrian Iselin sails a 22-foot Star class sloop (right) with a friend serving as crew.



MORE SAILORS IN SMALLER BOATS

In the early days of this century a man who sailed for fun was very rich and his yacht was very big. Racing was an afternoon affair with fleets of expensive craft from 40 to 85 feet long assembling in sheltered waters near New York or Boston for closed-course contests. The big, sleek craft were racing machines. In the interests of lightness and speed few had the elaborate comforts now expected of craft so large. And they were delicately built—few skippers dared risk an afternoon racer in rough open seas. Some owners hired professional captains to handle their yachts and most carried paid crews to hoist the sails. A few yachtsmen in the '20s tried ocean racing as well, but the ocean-going boats were radically different from the afternoon racers. Substantially built and comfortable, they sat heavy in the water and were not very fast.

The greatest days of the big boats came, despite the depression, in the '30s. Three times Britain challenged the U.S. for the America's Cup and each time American yachtsmen met the challenge—ordering 120-foot J class boats costing about \$750,000, sailing them smartly and winning every time. In the

last Cup Defense in 1937 the *Ranger* (p. 57), sailed by Harold Vanderbilt, defeated England's *Endeavour II*, sailed by Tom Sopwith, in a runaway series of races off Newport, R.I. Since then, inflation and taxes have finally spelled the end of the big Cup boats.

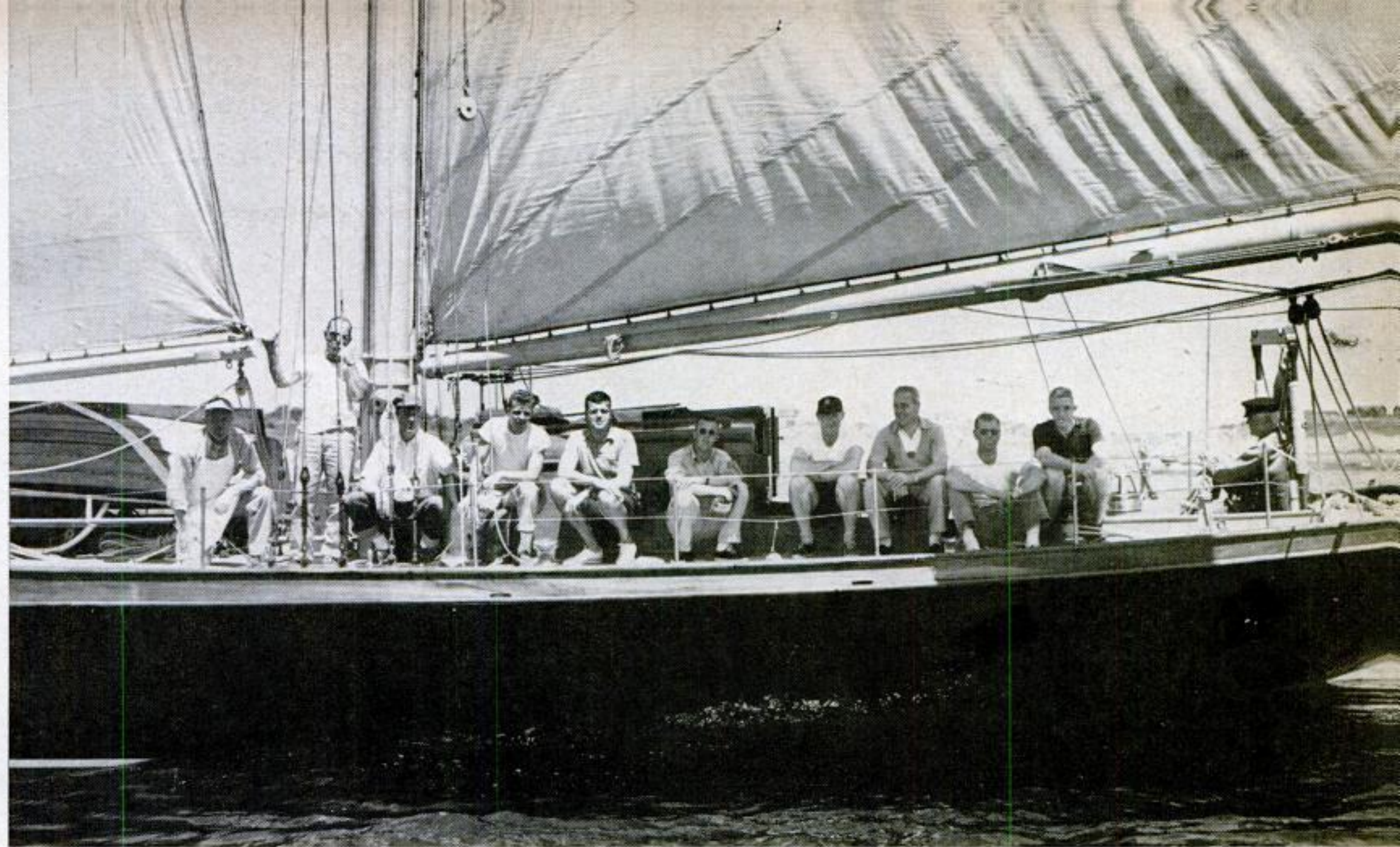
While the big racers were pricing themselves out of existence, sailors were turning increasingly to the smaller one-design classes where every boat in a class is identical so skippers can race on even terms. In fact sons of former big-boat owners are now racing the Stars (above), the Snipes, the Comets, the Internationals which fill today's yacht club basins. New sailors—women and juniors and plain landlubbers—have started racing, not only off the Eastern seaboard but all over the U.S. Oldtime paid captains and crews are out. The boat owner—he now numbers half a million—is his own skipper and his family and "guests" handle the sheets and sails. But today's sailing boom is not just a small boat story—magnificent new yachts like the *Bolero* (right) and great fleets like the New York Yacht Club squadron (next page) race majestically in open waters and represent the ultimate in sailing.



PREPARING FOR RACE, official on committee boat uses electronic megaphone to line up boats.

QUEEN OF THE FLEET, 73-foot *Bolero*, is owned by New York Yacht Club commodore, John Brown. →





THE ROOSEVELT TREND is illustrated by Julian Roosevelt of Oyster Bay, Long Island, who embarks (*above*) on his 24-foot Raven class boat while his sons

set out in their 9-foot dinghy. Julian's father George Roosevelt (*right, at helm*) still sails his 60-foot schooner *Mistress*, whose crew includes three paid hands.



CONTINUED ON NEXT PAGE



THE GREAT FLEET OF 1954, one of the largest squadrons ever assembled in the 110-year history of the New York Yacht Club and the finest that could be

assembled by any yacht club anywhere, moves majestically along in a race off the Atlantic Coast between Newport, R.I. and Vineyard Haven, Mass. In all, a



total of 89 sailing yachts—sloops, schooners, yawls, cutters and ketches, which ranged in size from 35 to 73 feet—took part in the cruise. The 12-day spell of

nautical wandering combined hard racing from port to port by day and relaxed social get-togethers in port at night. Some 450 skippers and guests made the trip.

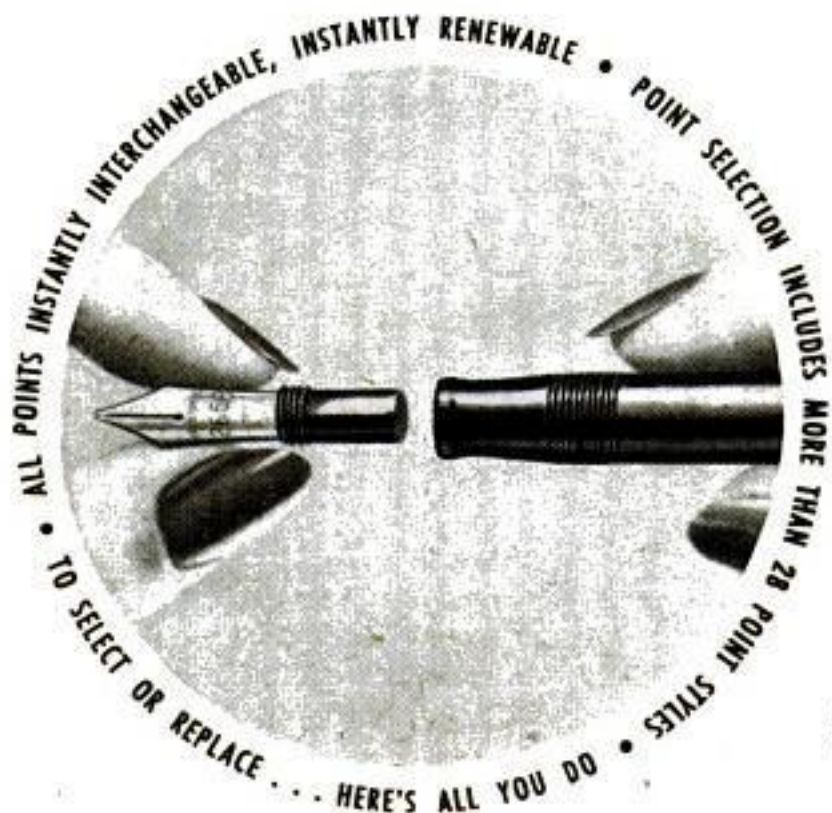


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STANDARD POCKET SET. Esterbrook Fountain Pen and matching Push-Pencil. (Push the top to feed the lead.) Pencil holds 12 sticks of lead. Writes for months without reloading. Choice of regular or thin lead models.



DELUXE POCKET SET. Deluxe Pocket Pen with lustrous metal cap and matching Push-Pencil. Choice of aqua, midnight, sand, gray, or maroon. Push-Pencil available in two styles—for regular or thin leads.

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Have a picnic on the beach!
It's fun to clown and sing...while keeping
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THE ALL-FAMILY DRINK! Enjoy sparkling, crystal-clear 7-Up ... often. Seven-Up is so pure, so good, so wholesome that everybody—from tiny tots to grandmas and all ages in between—may “fresh up” to his heart’s content. Buy 7-Up wherever you see those bright 7-Up signs. **“FRESH UP” with SEVEN-UP!**



Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-to-lift center handle, easy to store.





STROLLING IN ROME in 1951, Anna Maria and her parents pass historic Castel Sant'Angelo.

Anna Maria, Happy in the Rain

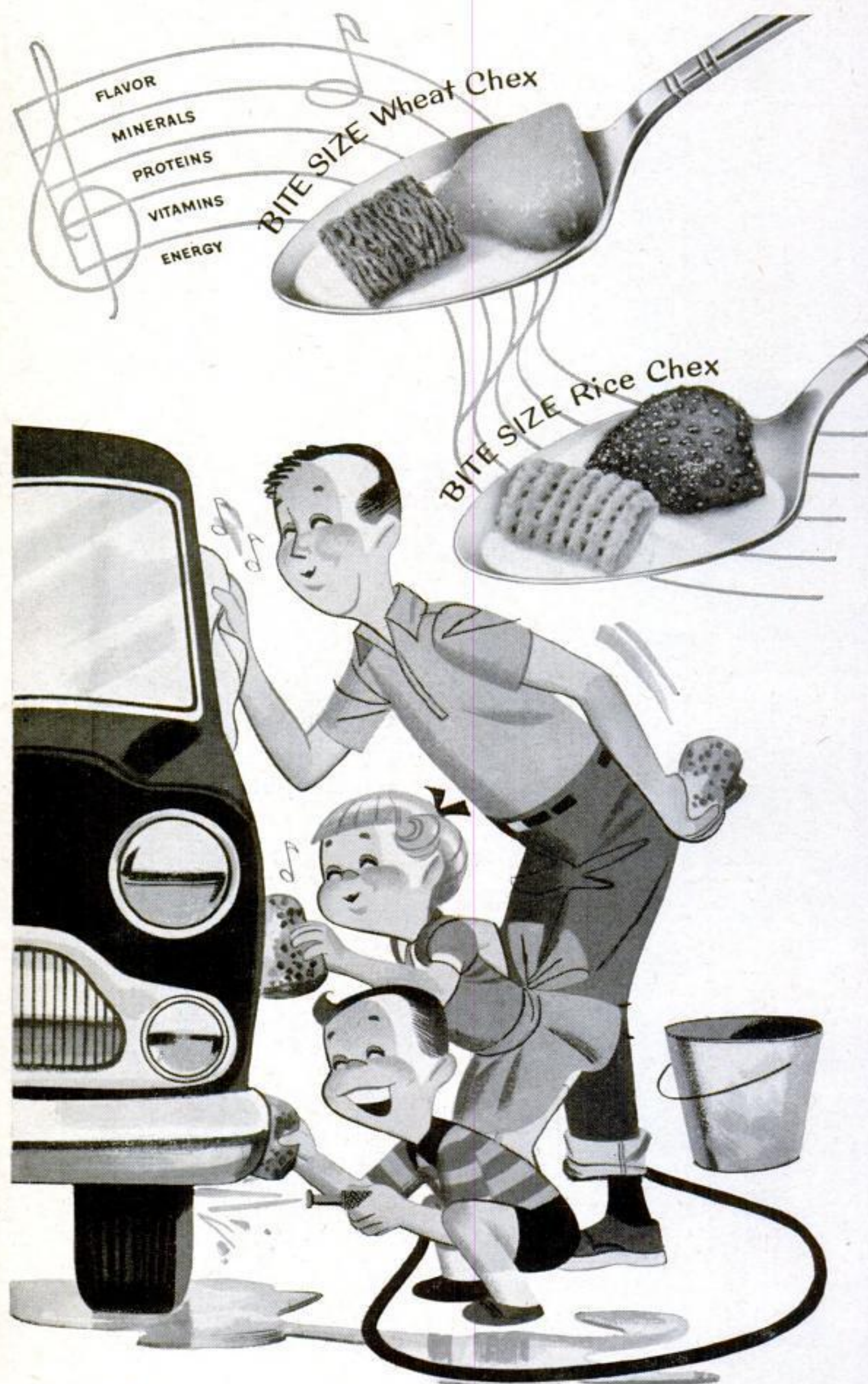
FAMILY MAKES MUSIC AS U.S. DOORS OPEN

For the Alberghetti family, on the stage of the Red Rocks amphitheater in Denver, it was their happiest moment. Not only were they giving a joint concert for the first time, but the day before the U.S. Senate had passed a bill to grant them residence here, a privilege imperiled earlier because Papa Alberghetti admitted he had been an "involuntary fascist." To live and eat in Mussolini's Italy, he explained, "you had to be a fascist." Senator McCarran sympathized and sponsored the bill.

Ever since his first days as an opera baritone, Daniele Alberghetti had dreamed of starting a musical dynasty. He coached his first-born, Anna Maria (*cover*), so well that at 6 her coloratura voice was echoing in Europe's concert halls. In 1950, when she was 13, Anna Maria scored a big success in New York's Carnegie Hall and went on to movie roles. Sister Carla, 15, is another promising soprano, and brother Paolo, 9, is a talented conductor who already has behind him three years on the podium.

At Red Rocks, as Daniele and Paolo conducted and Mamma Alberghetti accompanied the girls, it rained. But they sang as though the sun was blazing down. The Alberghettis were on their way to success and citizenship in what papa called "the land of greater opportunity."

SINGING IN RAIN, Anna Maria, accompanied by papa and mamma, rips into aria at Red Rocks.



They had their
BITE SIZE CHEX today!
(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

ALBERGHETTI FAMILY CONTINUED



ALL THE ALBERGHETTIS join at a last-minute indoor rehearsal in Denver with Anna Maria (left) and Carla singing *Smoke Gets in Your Eyes*, brother



SOLOIST IN TRANSIT, Anna Maria gets a lift in rain to keep feet dry before going on.





Paolo helping his father to conduct and Mrs. Alberghetti playing the piano. Father kept orchestra overtime each day, paid the extra expenses himself.



SISTERS PRAY in dressing room, asking end to rain. The rain stopped an hour later.

← WET AUDIENCE of 6,000 music fans huddles in drizzling rain to hear the Alberghettis.

CONTINUED ON NEXT PAGE



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There are parts that'll fit into your Ford but still not give you the performance you have the right to expect. Make sure *you* get the parts you *know* are made right for your Ford—Genuine Ford Parts!

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Now you can get "Sanforlan"-labeled children's wools that wash easily, never shrink, never get hard or matted. What a money-saver!

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ALBERGHETTI FAMILY CONTINUED



WORRIED, Alberghettis watch Paolo, who had been nervous, lead orchestra in Schubert symphony.



WORKING HARD, Paolo in knee pants impresses Red Rocks audience with his note-perfect, firm direction of rousing *William Tell Overture* by Rossini.



RELIEVED as musicians join audience in cheering Paolo's work, the Alberghettis applaud delightedly.

The moment you change



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You feel the difference!



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KODACHROME TRANSPARENCY

Enlarged view of an ordinary, hand-ground pen point. Note the roughness. Up to now it has never been possible to remove all of this by mechanical burnishing—to have a pen completely free from scratch.

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KODACHROME TRANSPARENCY

Now, look at Parker's new Electro-Polished point. It's absolutely mirror smooth! Every trace of roughness has been removed by a special electro-chemical process which is exclusive with Parker.

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The new Electro-Polished Parker "51" Pen
writes measurably* smoother than any pen ever made

* SMOOTHER 3 WAYS



Try this! Write with *any* pen in one hand, a new Parker in the other. You can instantly feel what a difference Electro-Polishing makes.



You can see this difference, too. Parker's new Electro-Polished point is perfectly smooth... even where the nib is slit!



And unlike ordinary points, you can't hear a whisper of a scratch with the new Parker... even when a high-powered microphone is close by!

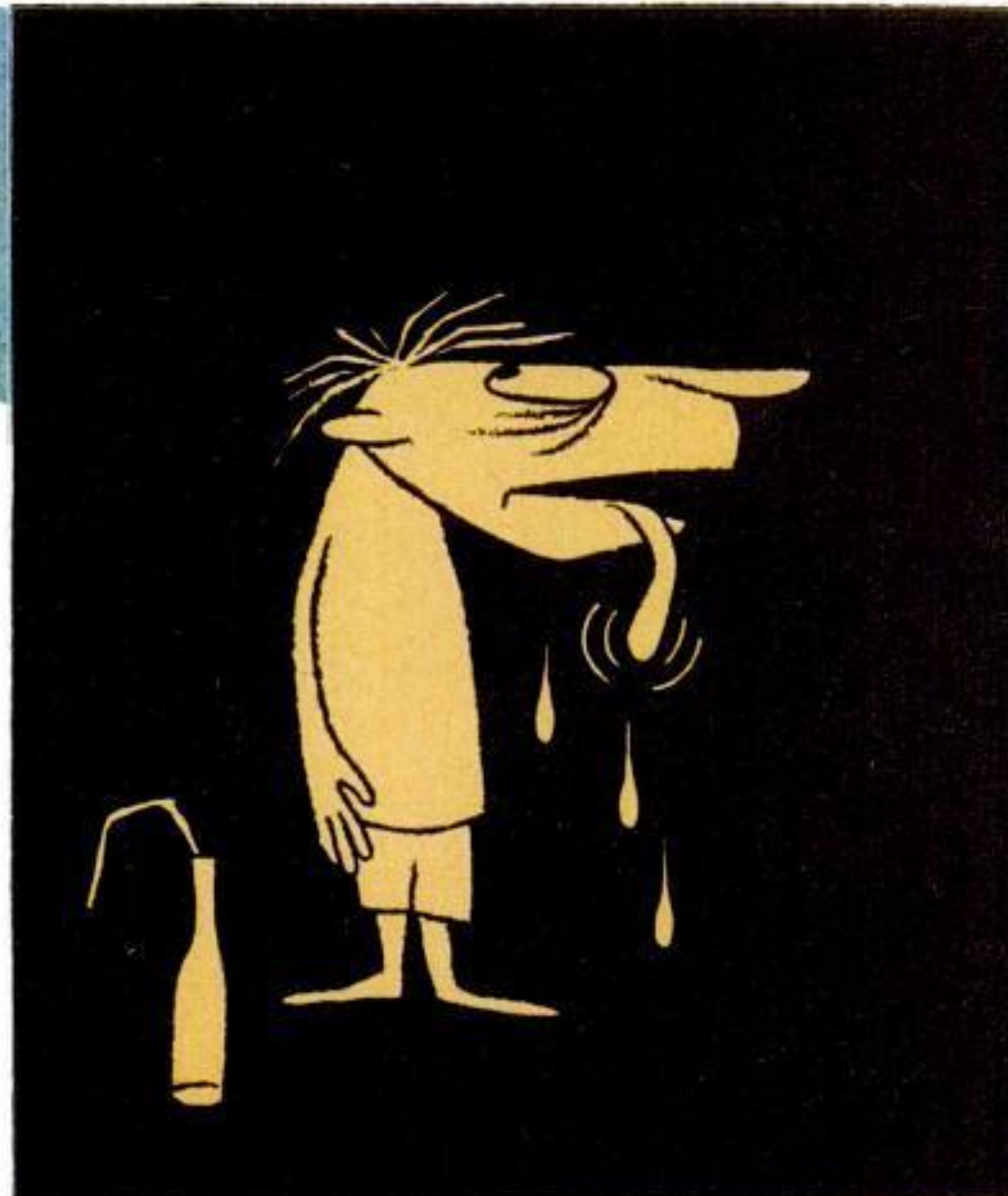
A startling thing has happened to the pen point. You can feel it the instant you touch the all-new Parker to paper. Its Electro-Polished point gives a totally new "feel" to writing... as smooth, as effortless as writing across air!

You'll be delighted, too, to see that this pen is *all* new, a miracle of simplicity. Only one

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See these beautiful new Parkers at your dealer's. You can enjoy Electro-Polished writing—with a new Parker—for as little as \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

IF SWEET
SOFT DRINKS
LEAVE YOU
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SWITCH TO *SQUIRT*

Never an
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Fresh clean taste as you drink Squirt...
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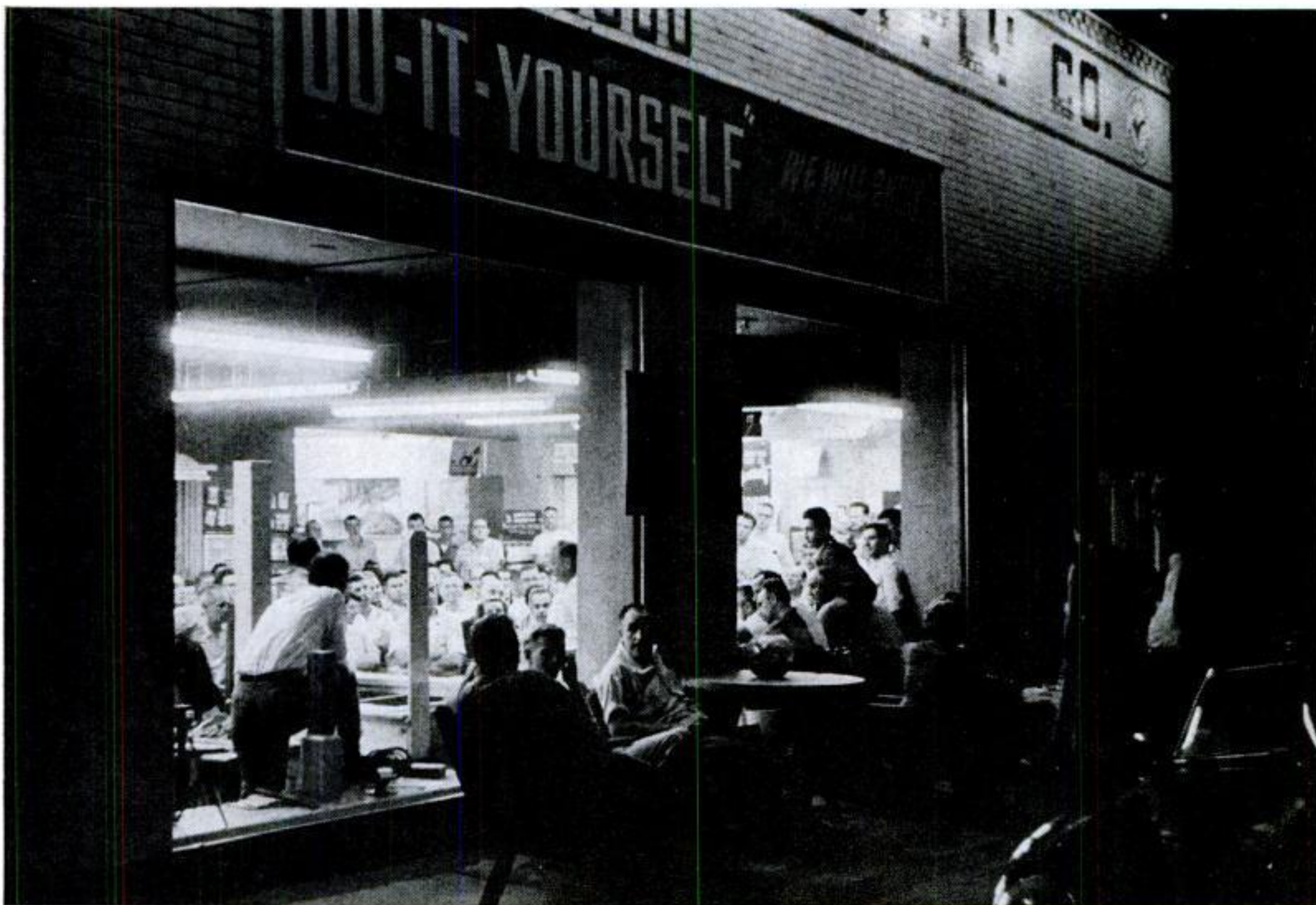


BUY SQUIRT IN THE TARTAN-CARTON

When you serve mixed drinks,
and when you drink, be smooth about it...
Switch to Squirt, the SMOOTH mixer.

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NIGHT CARPENTRY LECTURE PACKS AUDIENCE OF 225 AMATEUR CARPENTERS INTO LUMBER COMPANY SHOWROOM

WANT TO MAKE A PORCH?

Pittsburgh lumber company shows amateurs how to build for themselves

Most of the time the Mark Lumber and Supply Company of Pittsburgh, Pa. looks as placid as any other lumberyard. But on Thursday nights its brightly lighted showroom (above) echoes to the persistent sound of hammering and the whine of buzz saws. As housewives, businessmen, trolley car conductors, beauty parlor operators, young girls and old grandmothers listen intently, Mark salesmen give free

lessons in home carpentry. What the potential amateur carpenters discover about building porches and hanging doors so fascinates them that they happily sit or even stand for three hours of concentrated listening, then frequently stay on afterwards to try their own skill (below). The company is equally happy, for since it began catering to the do-it-yourselfers only four short months ago it has tripled its sales.



DETERMINED 69-YEAR-OLD AMATEUR, CHARLOTTE CONLEY, SAWS WOOD FOR FLOOR OF DEMONSTRATION PORCH

CONTINUED ON NEXT PAGE

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T-Shirt has a Nylon-reinforced neckband that holds shape forever. Briefs have a horizontal knit stretchy seat that stretches up and down as your boy does. Both are unbeatable for wear and value.

Sizes 2-12
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Carpentry Class CONTINUED



CAREFUL TEACHER, store manager Warren Sinnhuber, shows attentive audience how to sight along 4-inch-wide board to check whether it is straight.



THOROUGH PUPIL, Pat Pearlman (right), tests her skill after class by toeing in nails into pillar to fasten it to the floor of the demonstration porch.



FREE CONES, supplied by store, cool off Mr. and Mrs. Henry Conley during intermission. Mrs. Conley hasn't missed a lecture since classes began in April.

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Send them merrily off to school in sturdy
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boxer shorts, overalls, sturdy dungarees. . . .
There's a complete line of thrifty Blue Bell
clothes for boys and girls of all ages —
including grown-ups too. They're all safely
washable, *scientifically* sized to fit,
high in quality, low, low in cost.

*Shown in panel: kiddies' Wrangler
Western-style jacket, Wrangler shirt,
bib overalls, suspender dungarees.*



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CLOTHES

for the
entire family

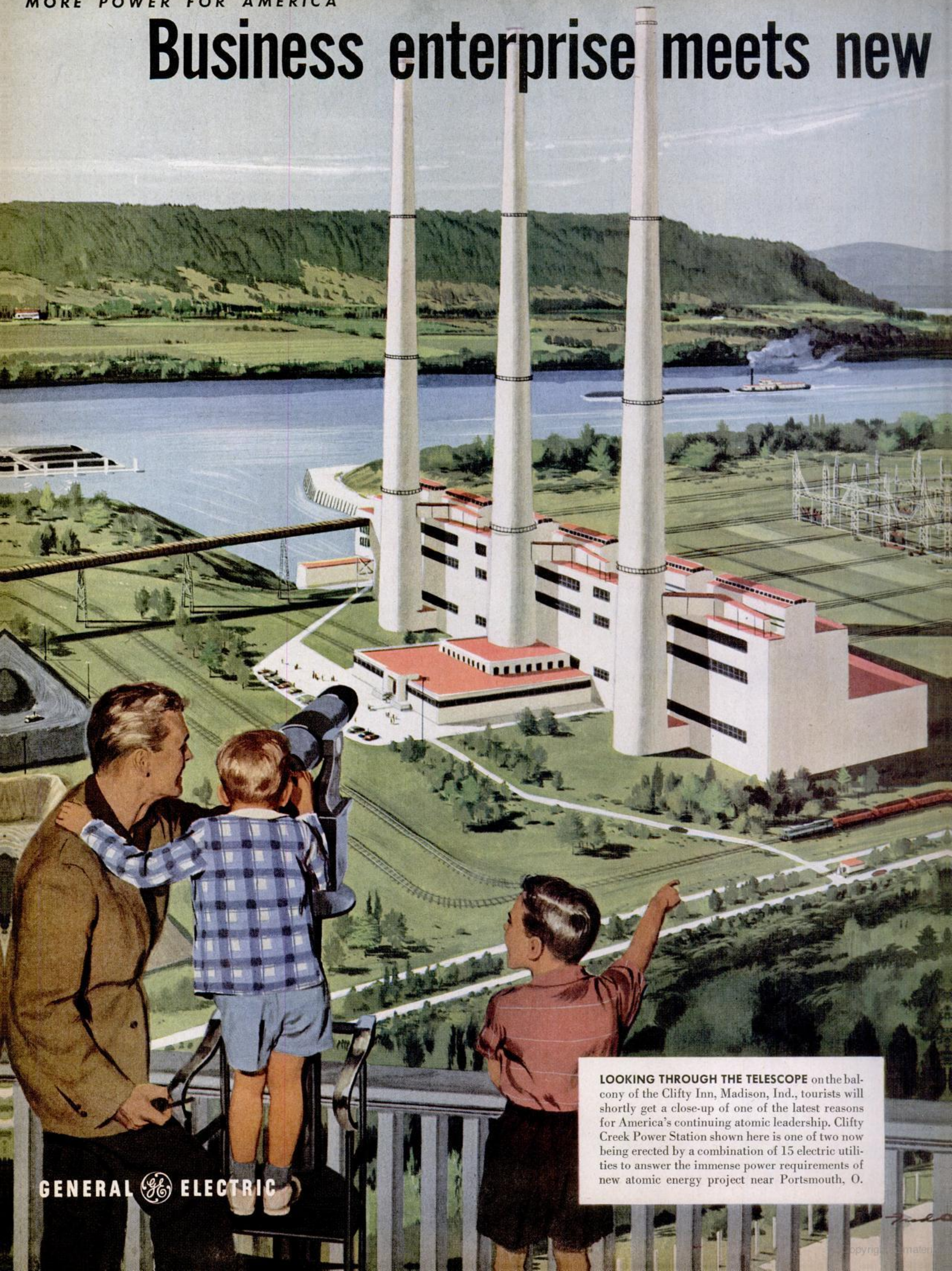


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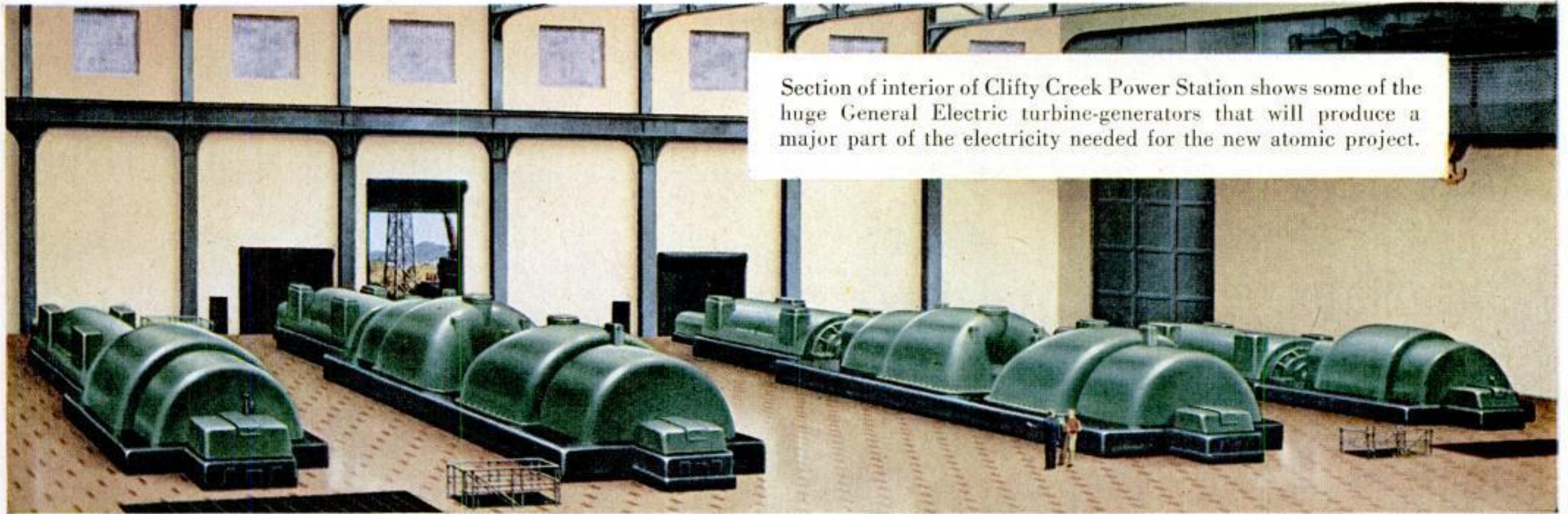
Business enterprise meets new



LOOKING THROUGH THE TELESCOPE on the balcony of the Clifty Inn, Madison, Ind., tourists will shortly get a close-up of one of the latest reasons for America's continuing atomic leadership. Clifty Creek Power Station shown here is one of two now being erected by a combination of 15 electric utilities to answer the immense power requirements of new atomic energy project near Portsmouth, O.

GENERAL  ELECTRIC

atom project's need for electricity —today's greatest bargain



Record-size General Electric equipment to be used in spectacular power development by 15 electric utilities

More electric power than all New York City uses will be needed for a vast new development to expand America's atomic energy program, now under construction in Ohio. And thanks to the enterprise of 15 electric utilities, this demand will be met in record time—and at the lowest possible cost to taxpayers.

Combining their resources to form the \$400,000,000 Ohio Valley Electric Corporation, these 15 companies are building two immense new generating stations along the Ohio River. One of the stations is shown on the opposite page. Electricity equal to nearly three million horsepower—the largest amount ever produced under a single contract—will be supplied to the Atomic Energy Commission's new uranium-235 plant near Portsmouth, Ohio.

The major part of this electric power will be made by huge General Electric steam turbine-generators, among the largest

ever built. Switchgear and power transformers of record size, about half of which will be supplied by General Electric, will help to solve the many problems of controlling the enormous output of electricity and delivering it economically to the atomic project.

The courage and enterprise shown in making this important contribution to national progress and security are characteristic of America's electric utilities. Almost 20 billion dollars have been spent on new power stations and equipment since World War II to keep ahead of America's growing demands for electric power.

Equally important to you is the job electric utilities are doing to keep costs low. By constantly developing more efficient equipment, General Electric plays a significant part in helping utilities to supply electricity at prices that make it today's greatest bargain. General Electric Co., Schenectady 5, N. Y. 954-4

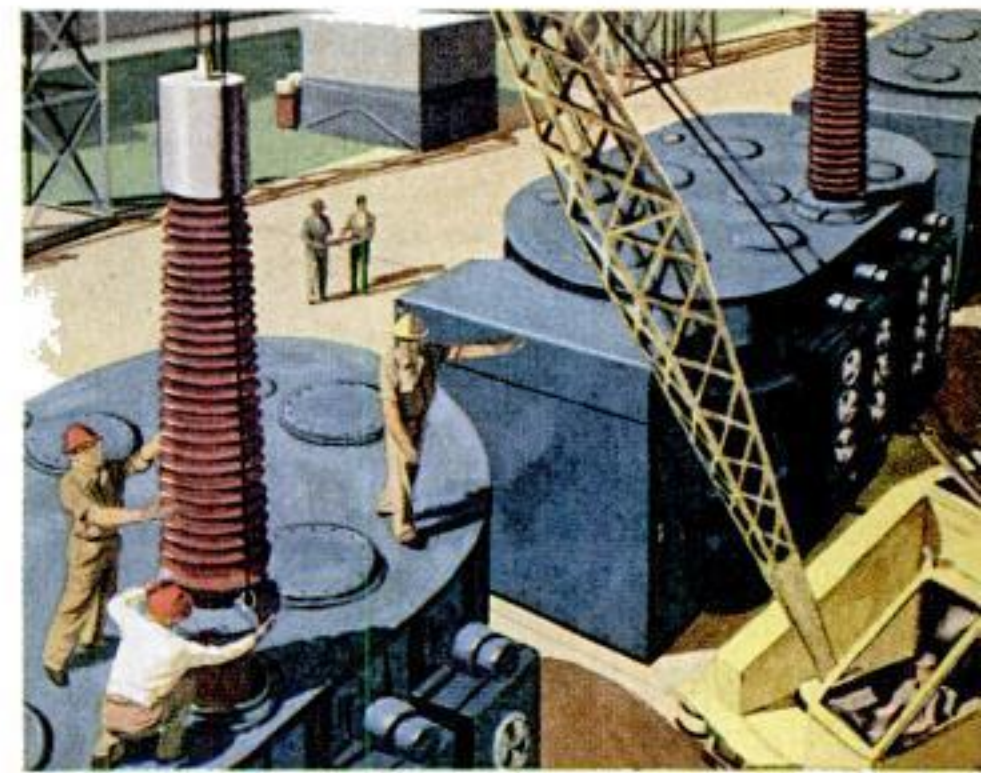
Engineering enterprise and financial daring make America strong



HIGH IN THE AIR on a steel tower, linemen are erecting power lines that will carry electricity at 330,000 volts to the atomic project. Transmission voltage is the highest used in America.



LIKE GIANT FUSES, General Electric circuit breakers such as these will be used to help protect vital electric equipment in case of short circuits. These are some of the largest circuit breakers ever built.



ULTRA-HIGH VOLTAGE is made possible by G-E power transformers. Electricity from power station is "stepped-up" in voltage to enable it to travel long distances with minimum loss.

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River showboats often stopped at the Higbee plantation and Colonel Higbee entertained the cast. Part of the hospitality was always Aunt Jemima's tender, light and flavorful pancakes, served outdoors, picnic-style.

Aunt Jemima Legend

You can't duplicate it in a homemade batter; you don't get it in any other mix ...

the matchless

4-flour flavor of Aunt Jemima pancakes



FOR THE FINEST BUCKWHEATS get
Aunt Jemima in the YELLOW box

The treasured Aunt Jemima recipe combines 4 flours in a special way. **Wheat** flour for lightness, **corn** for tenderness, **rye** for richness, **rice** for browning quality. This 4-flour blend gives Aunt Jemima pancakes a flavor no others can match.



GRIDDLE PICNIC. For informal outdoor eating make "Griddleburgers" by placing a ground meat patty between two hot Aunt Jemima pancakes. Include "Franks-in-Blankets", by rolling cheese-stuffed frankfurters in hot Aunt Jemima pancakes. Serve with pickles, chili sauce.

Listen to Don McNeill's Breakfast Club
ABC radio and TV, weekdays



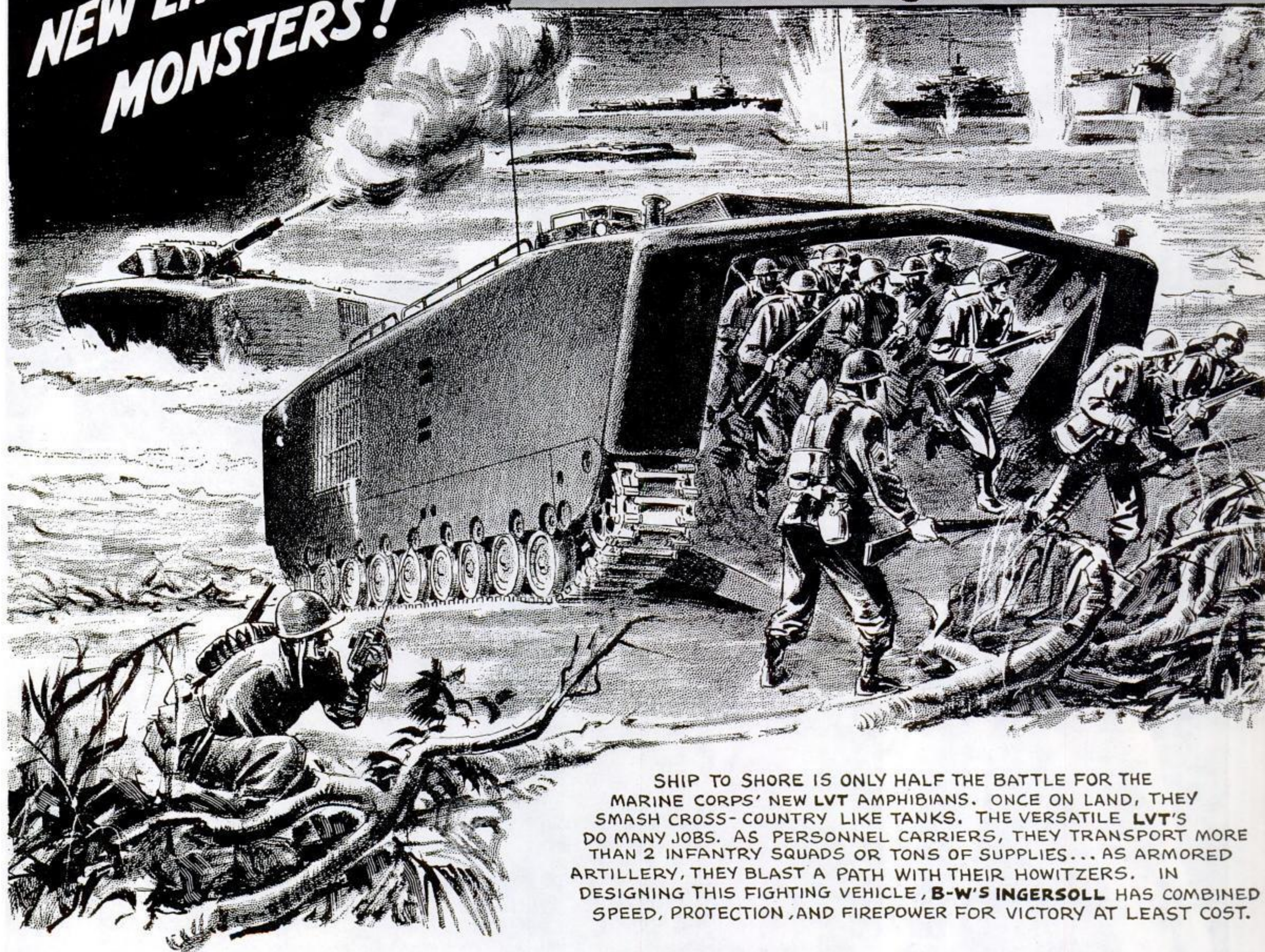
KAFKA CONTORTION

Yvette Chauviré, star ballerina of the Paris Opera, has long been fascinated with the main character in Novelist Franz Kafka's book *Metamorphosis*, who wakes up one morning to discover that he has been changed into a giant cockroach. Last month in the practice hall of the opera house Mademoiselle Chauviré began work on a dance based on Kafka's famous

story. The high point comes as the lithe ballerina stretches out her arms and legs insectlike (*above*) to portray the horrible moment when she first realizes that she has assumed the strange, angular form of the cockroach. The remainder of the dance concerns the reaction to the change by family and friends, who show justifiable surprise and horror.

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NEW LAND-FIGHTING
MONSTERS!**

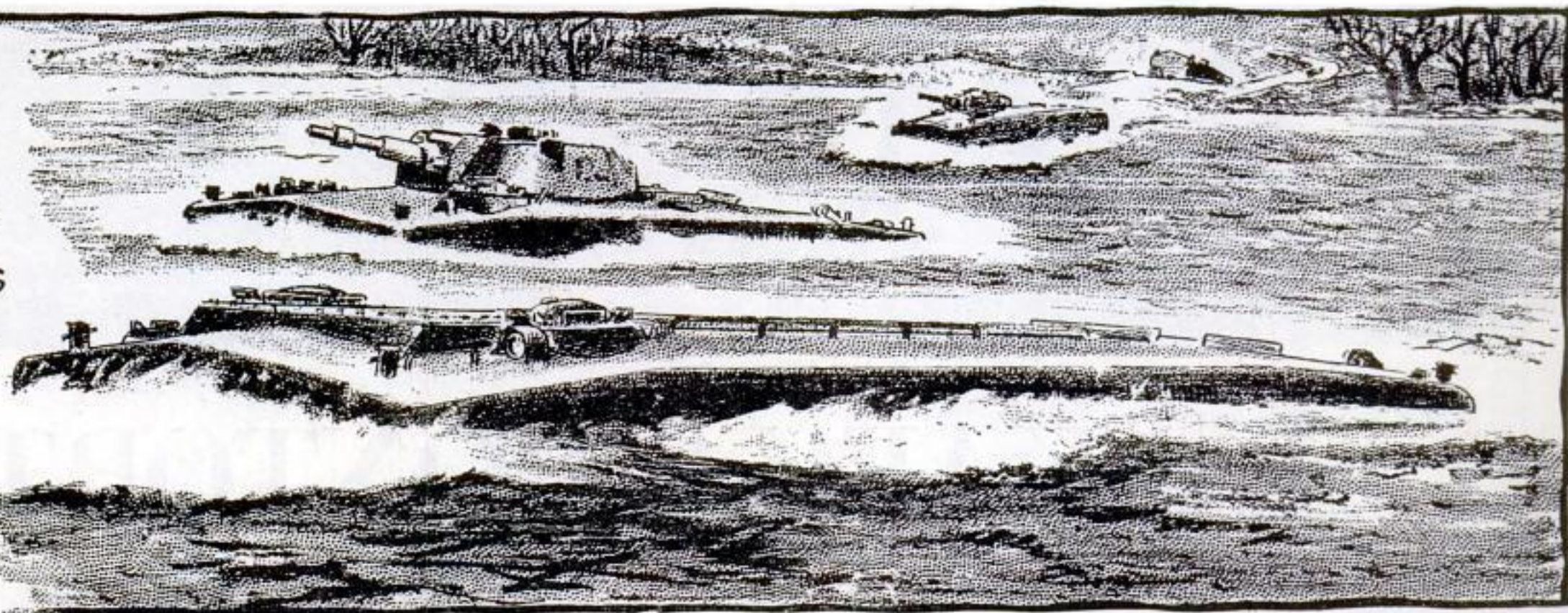
RIPLEY'S



SHIP TO SHORE IS ONLY HALF THE BATTLE FOR THE MARINE CORPS' NEW LVT AMPHIBIANS. ONCE ON LAND, THEY SMASH CROSS-COUNTRY LIKE TANKS. THE VERSATILE LVT'S DO MANY JOBS. AS PERSONNEL CARRIERS, THEY TRANSPORT MORE THAN 2 INFANTRY SQUADS OR TONS OF SUPPLIES... AS ARMORED ARTILLERY, THEY BLAST A PATH WITH THEIR HOWITZERS. IN DESIGNING THIS FIGHTING VEHICLE, **B-W'S INGERSOLL** HAS COMBINED SPEED, PROTECTION AND FIREPOWER FOR VICTORY AT LEAST COST.

**SWIMS LOW-- ONLY ITS
BACKBONE SHOWS!**

THE TROOP-CARRYING LVT SWIMS BY WHIRLING ITS LAND TRACKS. AS IT MOVES SHOREWARD, ALL BUT 12 INCHES IS UNDER WATER. HEAVY SURF OFTEN HIDES EVEN THIS FROM ENEMY GUNNERS. TO PROVIDE EXTRA SAFETY IN CASE OF EMERGENCY AT SEA, SPECIAL HIGH-VOLUME BILGE PUMPS ARE USED. MADE BY **B-W'S PESCO**, THESE PUMPS WILL REMOVE MORE THAN 1300 GALLONS OF WATER A MINUTE.



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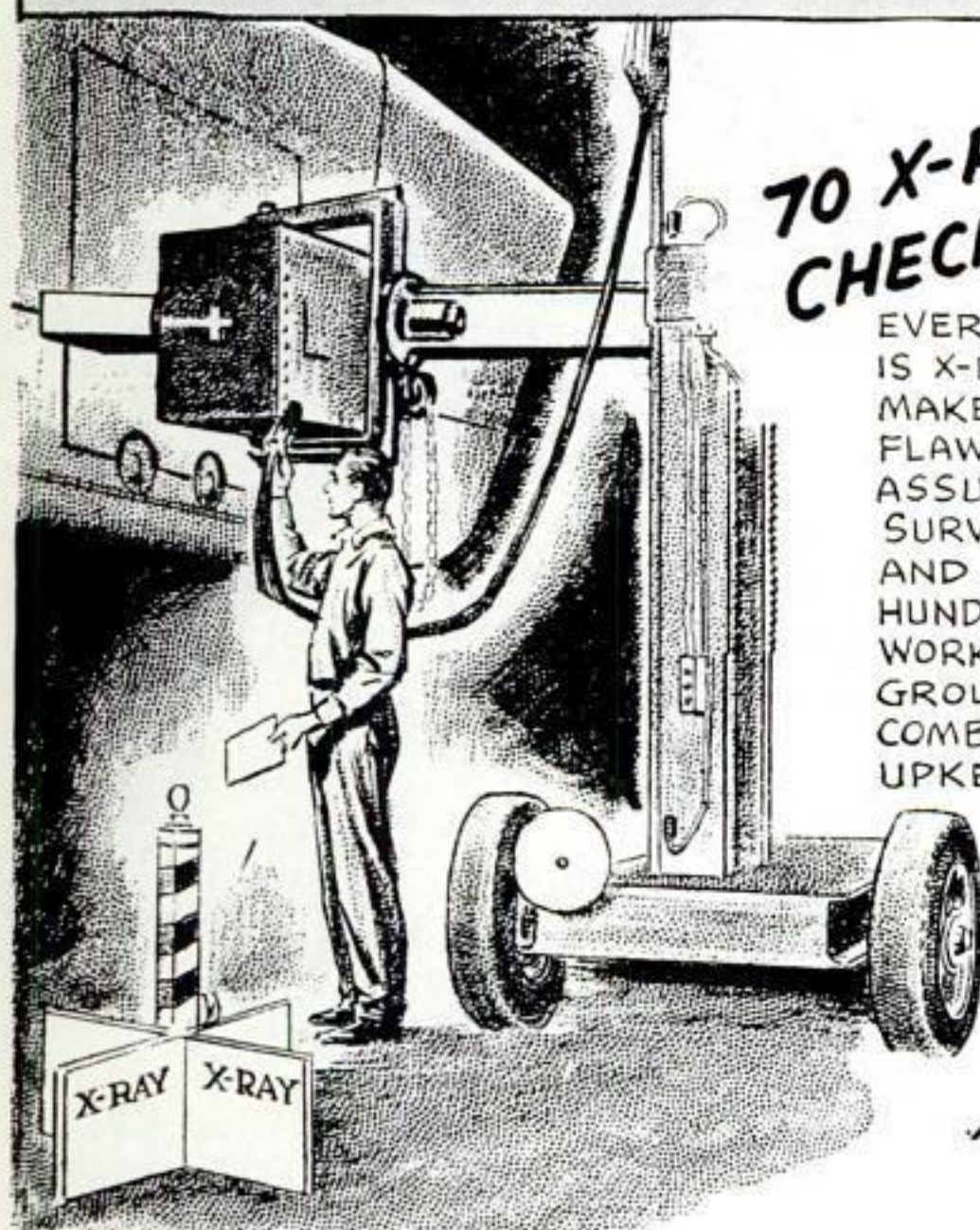


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BIG AS A BOXCAR -- YET ONE FINGER ON THE STEERING STICK CAN HANDLE AN LVT. INSTANTLY, MORE POWER IS THROWN TO THE TREADS ON EITHER SIDE, TO MAKE THE TURN. THIS NATURALLY CAUSES SUDDEN STRAINS ON DRIVES AND TRANSMISSION, SO THESE ARE JOINED BY FLEXIBLE DOUBLE "ELBOWS", MADE BY **B-W'S MECHANICS UNIVERSAL JOINT**. THEY ABSORB SHOCK, HELP ASSURE SMOOTHEST POWER FLOW.

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WIDE TRENCHES, HIGH WALLS, DEEP MUD AND SAND -- THE LVT TAKES THEM ALL IN STRIDE. IT CLIMBS STEEP GRADES... CIRCLES SIDE SLOPES ALMOST EQUALLY STEEP, WITHOUT TIPPING... MOVES OVER LEVEL TERRAIN AT HIGH SPEED. AS THE LVT PERFORMS SUCH FEATS, 2 RUGGED COGWHEELS FROM **B-W'S MORSE CHAIN** WHIRL THE POWER OF THE 800 HP. ENGINE INTO THE SURE-FOOTED TRACKS.



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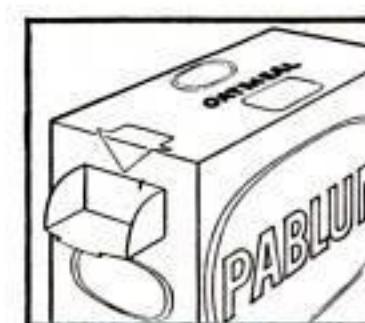
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*You already know Pablum Mixed Cereal—
Now try three other varieties at our expense!*

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You'll please your baby more with a variety of cereals and you'll save money at the same time! Pablum, you know, is fully pre-cooked, easy to digest and enriched with vitamins and minerals your baby needs. Doctors have been recommending Pablum for 23 years as best to start on, best to stay on. (Babies agree—how they love Pablum!)

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*New, Free-flowing
Handi-pour Spout*

Adjustable. Opens to wider angle so cereal flows freely. Closes to keep cereal FRESH.

* (Sorry, offer not good on Pablum Mixed Cereal. Offer void if this proposal is taxed, licensed, restricted, prohibited in your area, city, county or state.)

4 varieties at your druggist's or grocer's

MODERN LIVING

FANCIFUL SCENES meet shoppers throughout the center. Here a giraffe family dominates a magnolia-planted mall. The giraffe heads, poised on thin steel necks, nod cheerfully in every breeze, while lights below give the imaginative creatures an eerie charm.

A SIGNPOST where two malls meet guides shoppers. In background is a glass snack bar. Center is open evenings on Thursday, Friday, Saturday, but signs are lit every weeknight for sightseers. The center's architects were Victor Gruen Associates.



20TH CENTURY BAZAAR

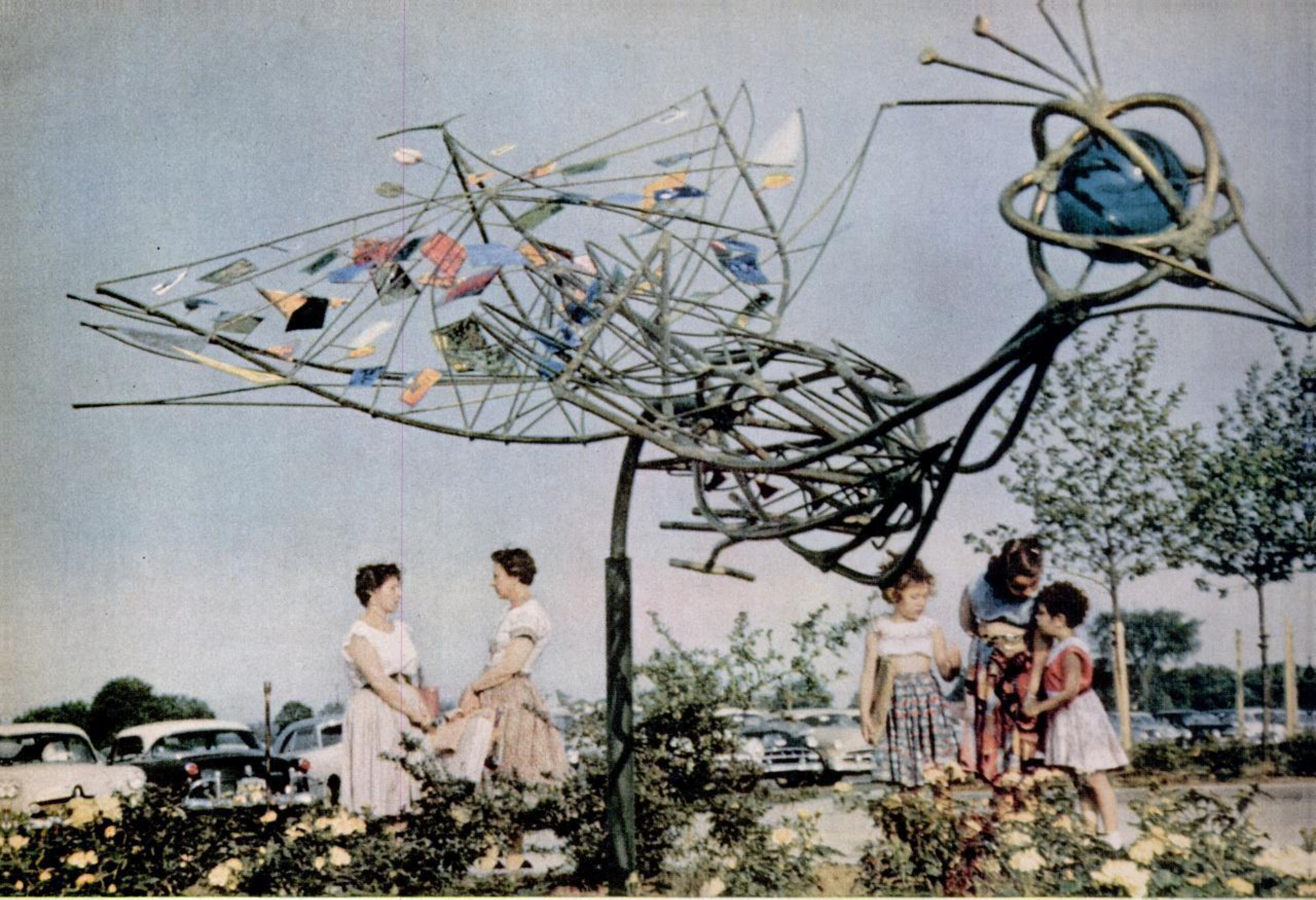
Malls, music, wiggling wire animals add cheer to Detroit's super-efficient shopping center

The most elegant of the many shopping centers which are springing up in the U.S. suburbs opened this year outside Detroit and manages to make shopping both a smooth and cheerful operation. Called Northland, it cost \$25 million to build and is a fantastic combination of modern efficiency—packages from its supermarket arrive on conveyor belts at shopper's cars—fine architecture and pure gaiety. Courts

and malls full of flowers, fanciful sculptures and music give the center the air of a bazaar. Northland has 1¼ miles of store fronts, but the stores are laid out and connected by colonnades so that shoppers have no long hikes, even from the parking areas which accommodate over 7,500 cars. An average of 35,000 to 40,000 people per day use the center, and sales for the first year promise to reach \$50 million.

CONTINUED ON NEXT PAGE





← **FISH MOBILE** swims in fountain, its nickel-plated segments twisting in the breeze and turning when water jets play. This is one of malls where shoppers may just sit and enjoy Northland's architecture, art, flowers and music, that plays all the time.

PARKING LOT next to Hudson's basement is uncongested even on a busy Saturday night. Five bus lines serve the center's main entrance from ramp above. Shoppers can collect purchases made in store at package pickup beside the stairs, at center.



← **PEACOCK** has many-colored, copper and enamel spots fluttering in its tail. This is on a terrace in front of Northland's bank, biggest jewelry store and a building which houses seven high-style apparel shops, together with gift, flower and music shops.



TORTOISE of beaten copper rears its head over shoppers between the J.L. Hudson department store branch—the Hudson Co. built the whole center—and a dime store. Sculptor feels tortoise is realistic though shoppers often mistake it for a dinosaur.



< WITH A COLOR PICT



Model 19CT1 ... one of a complete line of Bigger Picture Motorola Color TV.

**Color is on the air from
coast to coast!**

Motorola now brings you Color TV

URE THIS BIG >

(205 square inches)

at only

\$895

Price includes Federal excise tax, parts warranty and full year picture tube warranty. UHF optional, extra. Subject to change without notice.

Color television is not only coming... it's here! Hundreds of wonderful programs will be telecast in color this fall and winter. They will be seen in black-and-white on regular television sets. But those who have Motorola Color TV will see them all in true-to-life big-screen color!

FAMOUS TV PROGRAMS IN COLOR

Here are just a few of the popular network television programs scheduled to debut in full color during the exciting television season starting right now.

Best of Broadway	Perry Como Show
Toast of the Town	That's My Boy!
Garry Moore Show	Arthur Godfrey
Big Payoff	Time
Danger	Arthur Godfrey
Jo Stafford Show	and His Friends
Love of Life	Arthur Godfrey's
Art Linkletter	Talent Scouts
What's My Line?	Valiant Lady
Jane Froman	Two for the Money
Chrysler Show	Omnibus
Red Skelton Show	Guiding Light
Meet Millie	Douglas Edwards
Studio One	Jackie Gleason
Bob Crosby Show	Strike It Rich
You Are There	On Your Account
Remember Mama	Robert Q. Lewis
Suspense	I've Got a Secret
Beat the Clock	Sports Spot
Jack Benny Show	The Morning Show

A NEW WORLD OF ENTERTAINMENT

America's TV networks will be bringing you Broadway's finest dramas in full color! Musical comedies, operettas, Grand Opera... sports, motion pictures, public events! The finest entertainment the world has known, brought into your own living room with all the thrilling realism of true-to-life color! And all this in addition to local color programs, both "live" and on color film.

READY FOR YOUR HOME TODAY

Enjoy these new riches in home entertainment at their very finest on America's first big-screen color television—Motorola Color TV! See the new 205-square-inch picture, almost 2½ times bigger than previous color pictures! Study the new scientifically-simplified "902" color chassis... the result of 12 years of electronic research at Motorola! Enjoy the best in black-and-white TV and color on the same fine set! And at a new low price for color television!

Better See **Motorola Color TV**

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Whatever You Intend to pay for your car, there's one place you ought to go *first* when you start shopping. It's the place where *more* of today's new values and *better* values are ready for you to try out than anywhere else you can go. The place is your dealer showing the 1954 Plymouth, Dodge, De Soto, Chrysler and Imperial cars. And here's *part* of what you'll find! . . .

● *America's foremost powerplants . . . from the sparkling Plymouth Powerflow to new V-8's which for the first time bring airplane engine principles of power and performance to the motor car buyer. This hemispherical combustion chamber engine has broken more records for stock-car performance and stamina than any engine ever introduced before . . .*

● *PowerFlite, a wholly new automatic, no-clutch drive, so smooth, and so swift that its action will at once stamp "yesterday" on any other automatic transmission you may have tried . . .*

● *Power Steering that works full-time, not part-time, giving an easy yet steady new sense of control and command that's entirely different from and far superior to the off-and-on versions offered on some cars today . . .*

● *Safety-Power Brakes, proved by 5 years of owner use, which excel all others in their smoothness, sureness, long life and safety . . .*

● *A new, true all-road ride made possible only by the invention of amazing Oriflow, an entirely new and far more powerful type of shock absorber . . .*

● *In addition to these 5 great new features, here you'll find a whole range of new cars, each having many dollars' worth of built-in values and features which other cars either do not offer at all, or offer only at extra cost . . .*

Values like these do not exist in any other group of cars . . . and they are values you can clearly prove to yourself. And it is also a fact that you'll find the men who sell these cars ready and willing to talk the best possible trade-in terms and arrange the best possible payments. Doesn't it make sense to start your new car search right here?

Drive Them! Price Them!

WONDERFUL THINGS KEEP COMING YOUR WAY FROM

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

**products of
CHRYSLER
CORPORATION**

Fall's Bumper Crop of Jumpers



DAYTIME LINEUP of jumpers includes tweed wrap-around and shirt with big collar (*left*, Carolyn Schnurer, \$50), Irish tweed (\$35) and wool jersey blouse (\$10, both Glen of Michigan), velveteen (\$30) and cotton shirt (\$10, both Haymaker) and felt (\$18) with striped jersey blouse (\$10, both Casino Classics).

HIGHLY ADAPTABLE STYLE HAS GROWN UP FROM SCHOOLGIRL STATUS

The jumper dress, long a staple for schoolgirls and smaller children, has this fall been promoted to a more sophisticated style level, becoming a fashionable new work horse in U.S. wardrobes. Still primarily a youthful fashion, jumpers are available in all price brackets, are designed with full or slim skirts and are made of tweed, flannel, felt and velveteen. A style which developed in America during World War I, the jumper is a sleeveless dress which is worn over a sweater or blouse by day. Its unique feature, which makes it more useful to the wearer and more interesting to her escort, is that by night the sweater or blouse can be removed and the jumper worn as a bare-armed, scoop-necked outfit by itself (*next page*).

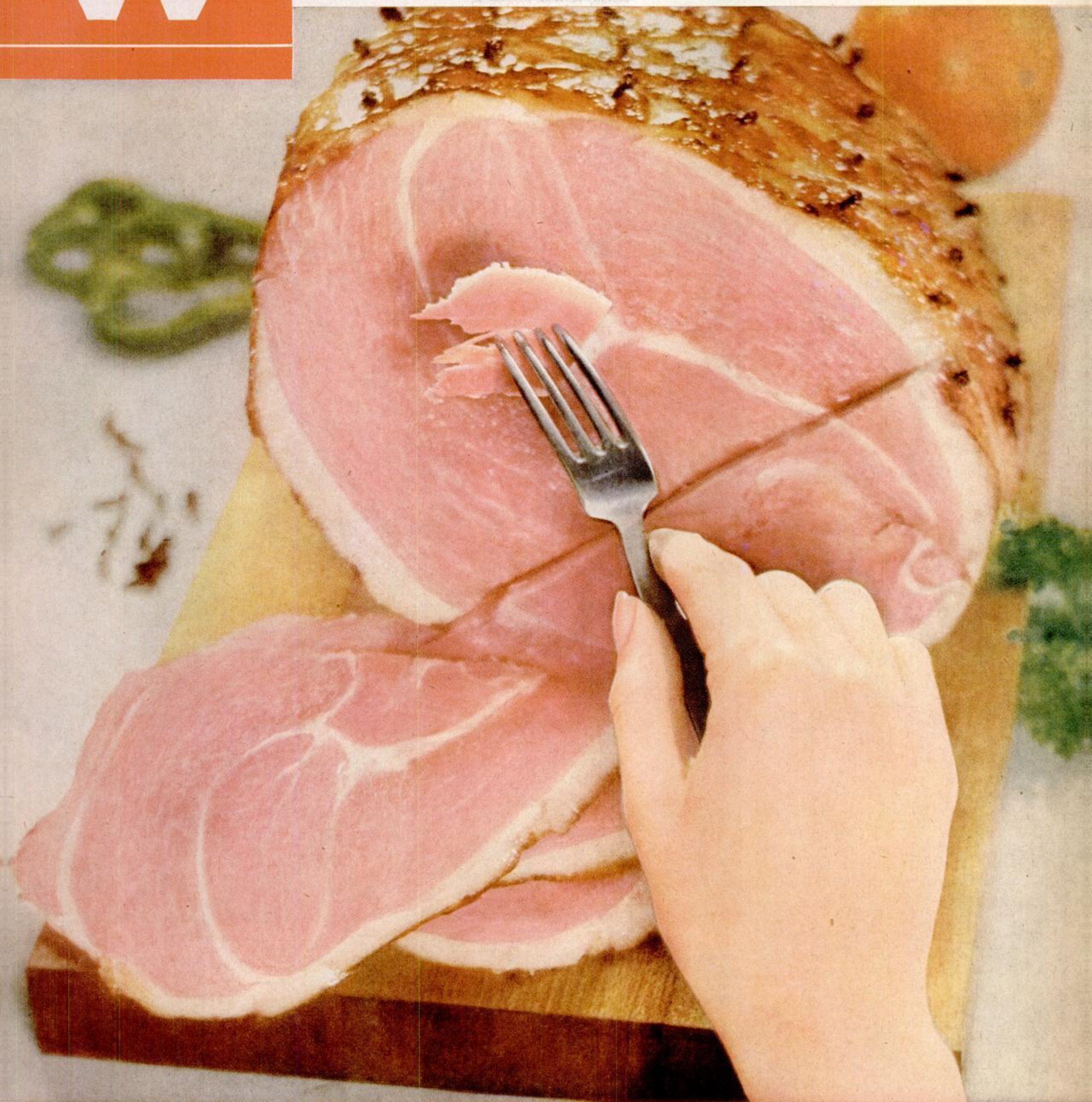


MINUS THE BLOUSES, same jumpers as on previous page are stylish enough for evening wear with open shoes and such trimmings as dangling gold ball earrings (*left*, Napier, \$10), blue fox scarf (Fur Fancies, \$70), multiple strings of pearls (Richelieu, \$6-\$13 each), and giant rhinestone earrings (Kramer, \$10).

CONTINUED ON PAGE 91

W

*H*am never was so tender and mild until Wilson made it that way. Wilson created the modern ham for the modern American taste. And nobody yet has matched the wonderful Wilson flavor. Try a Wilson Ham soon, and see what a difference there is.



It's hard to wait when it's
WILSON HAM

Right you are
right now in ...

The New '55 Softone Look

Here's a preview of the most exciting trend in men's fashions today! The new '55 Softone Look!

It's a completely new approach to color harmony. The soft muted tones of these Arrow Shirts with cleverly harmonizing Pocketchiefs and Ties, look wonderful with *any* suit—and *particularly* smart with the new darker suitings.

The shirts, in fine oxford or luxurious broadcloth, are typically Arrow in styling—with your choice of just about any collar model. "Sanforized"-labeled.

The ties are all-silk Arrow Repps at \$2.50. Pocketchiefs, \$1.50.

ARROW

Softone Ensembles

by Cluett, Peabody & Co., Inc.



SUSSEX-B.D.—soft, spread, button-down collar, \$5.00.



RADNOR-E.—soft, round collar with eyelets for pin, \$5.00.



COPLEY—soft collar with regular length points, \$5.00.



ARDSLEY—low-band, non-wilt collar, medium points, \$5.00.



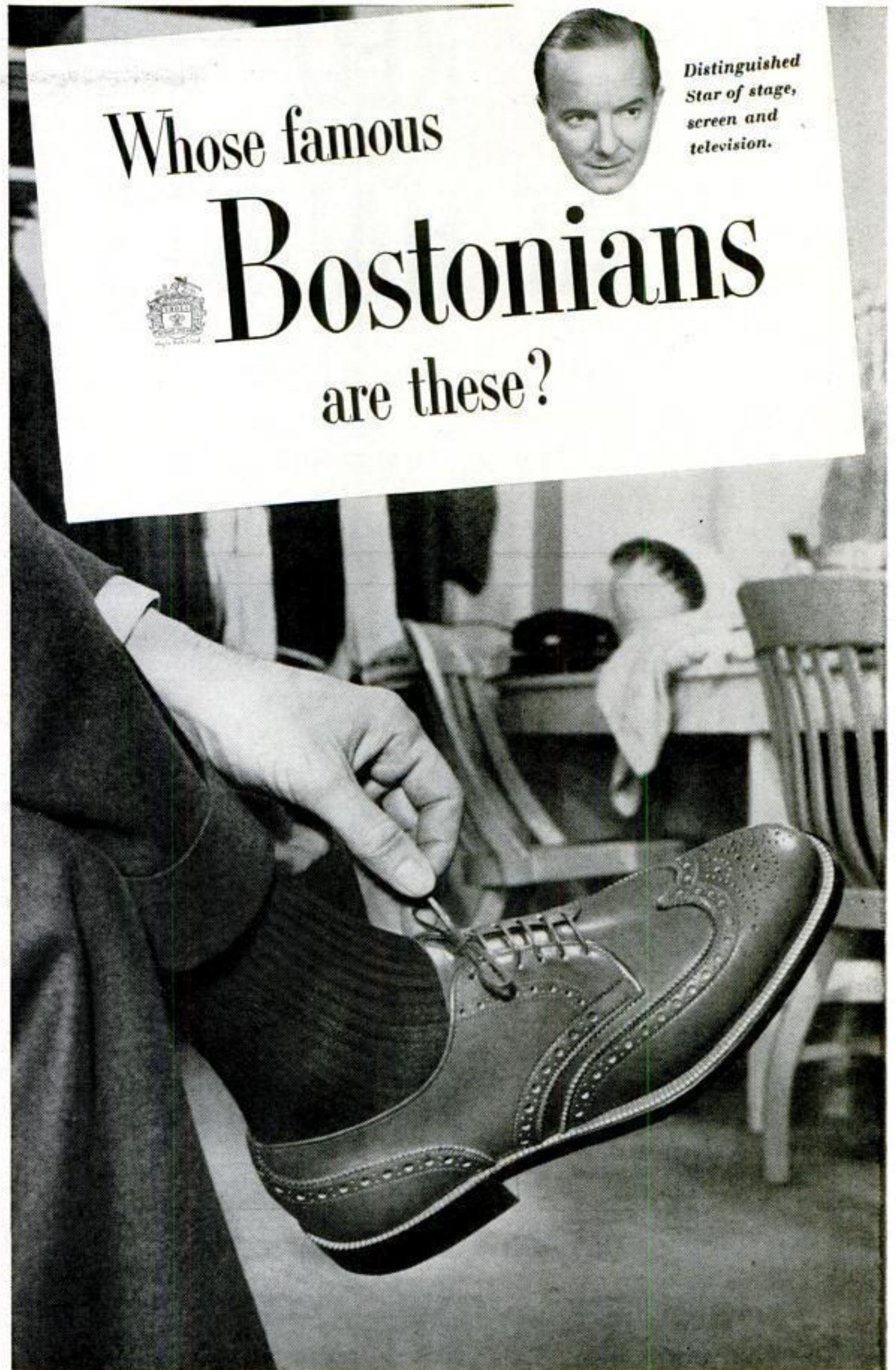
RADNOR-B. D.—soft, round, button-down collar, \$5.00.



DOUBLE OUTFIT consists of corduroy jumper and "blouse" (Robbie Reid, \$29) which is actually whole dress with full skirt.



JUMPER'S UNDERPINNING, a cotton dress, makes separate outfit. It also buoys out skirt when pieces are worn together.



#5362—Bostonian ARDMORE, Puritan Veal Wing Tip Blucher Oxford.

They're true stars—outstanding performance in every pair!

See "*The New in Bostonians*"—and you'll know at a glance these shoes are the stars for Fall! The rich-looking leathers gleam with quality. Every detail, every stitch is perfect! And the original designs show the signs of true shoe craftsmanship. No wonder stage and TV star MAURICE EVANS gives them top billing! Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life



#801—TOM-TOM, Golden Harvest Authentic Moccasin.
#5265—ARDMORE, Brown or Black Calf, U-Wing Tip.

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THE RED SPECTER THAT HAUNTS ITALY

Here is why, despite great postwar economic and social comeback in land of St. Francis, Communist power is a threat to free world

by EMMET JOHN HUGHES

THE story of the Italian people for 2,000 years has been unique in majesty, in misery and—hence—in mystery. From no other nation has the West heard such a succession of stirring songs of greatness—the martial air of Imperial Rome, the mighty hymn of the medieval Church, the chorus of genius that was the Renaissance. Yet no other people in modern man's memory has suffered more bloody and wearying dissension—leaving the triumphs and talents of a few to shine with fierce brilliance against the background of the poverty and pain of so many. No other nation has, in effect, thrice ruled the world—once in government, once in religion, once in art. Yet scarcely another great nation has so helplessly become a mere mirror to the conflicts dividing the wide world. Such are some elements of the mystery that Virgil's country of "eternal spring" leaves to history.

To statesmen and diplomats, however, the riddle of Italy today assumes sharper and more urgent shape.

The elements of this riddle can be simply stated, for the essential marks of Italy in this mid-20th Century are clear. Economically Italy enjoys greater productivity and wider prosperity than it has ever known before. Socially it has just witnessed the first serious effort in land reform in its history. Religiously it remains the proud capital of the Catholic world. How then could there come to life a Communist party more massive than any outside the Soviet Union and Red China?

The answer to this riddle can be read only in the history of the strange decade Italy has known since the fall of fascism.

THE story begins on a day in the last week of March 1944 when a U.S. transport plane from Algiers touched down at the airport outside freshly liberated Naples. From the plane stepped a stocky, middle-aged man dressed in neat, dark coat and suit. His brown eyes blinking with intelligent excitement behind horn-rimmed glasses, he wore the benignly inquisitive air of a visiting professor entering a strange campus. Alias "Empedocles," alias Mario Correnti, alias Ercole Ercoli, this was Palmiro Togliatti, 51, returning home from 18 years of exile, master of Italian Communism.

The temper of that moment determined much of the whole decade to follow. Thousands of Communist partisans were among the stoutest antifascists then fighting through the valleys and villages of the Apennines.

This fact alone made it politically inevitable that Togliatti should win a cabinet post in the new Italian government; Communists were to remain thus ministerially enthroned for three years. No sly Soviet agents but responsible Allied military officers acting under instructions from Washington and London installed the ablest Communists in the city councils and mayoralties of hundreds of Italian cities; for was not Communist party membership the surest test of "antifascism"?

Upon the stage thus set by Anglo-American military need and political illusion, the stocky, bespectacled man was ready to play his central role with trained and telling skill. Palmiro Togliatti's made-in-Moscow formula was electrifyingly simple: a well-behaved, law-abiding Communist party, big enough and smart enough to use democracy's methods to bring democracy's death. There was to be—as a startling beginning—no clash with the Western allies, no fiery agitation favoring a republic, not even any disparaging of the monarchy. Veteran Italian Communists were stunned. But as one of them told me years later, "We thought he might be mad. He was simply wise. He kept us from precipitating things that would have invited the Western allies to do to Italy what they have done to Greece. Compare the Communist parties of the two countries today."

This opening scene set the tone and spirit of the program to follow. The formal economic program of the first postwar party congress contained as much Marxist menace as the most recent policy statement of the National Association of Manufacturers, its four key points being: 1) "monetary stability," 2) end of "useless wartime restrictions" on the economy, 3) lower costs to better the "competitive capacity of Italian industry" and 4) maximum possible employment.

For the rest of its program, the party has assembled, over the years, a unique collection of disarming retorts to all conventional anti-Communist charges. *Anti-religion?* Only a few weeks ago Togliatti recited to cheering delegates at Rome's Provincial party congress all the "points of contact" shared by his comrades with the Catholic world: fear of atomic weapons, pity for the poor, grief over capitalistic excesses, longing for peace, sympathy for all oppressed colonial peoples, all equal in the eyes of God and the Kremlin . . . *Anti-private property?* With an air of injured innocence, Togliatti has earnestly protested: "We Communists believe in small



WITH ALL THE OUTWARD RESPECTABILITY OF AN

agricultural holdings and private property. Can one imagine an Italy without small landowners?" . . . *Anti-patriotism?* To all charges of subservience to the Soviets, the Communist press has its standard rebuttal: "Has it been the Soviet—or the American—government that has threatened economic retaliation if our election results displease? Are those Soviet—or American—warships anchored in the Bay of Naples?"

Late in March 1947, I witnessed in the Italian parliament what probably has been one of the most adroit political performances of Togliatti's Communism. Up for debate was the bitterly disputed Lateran Treaty of 1929 between Mussolini and the Vatican, which declared among other things: "The Roman Catholic religion is the only religion of the state." Suspenseful galleries—in large part a colorful priestly checkerboard of Jesuit black, Franciscan brown and Dominican



ESTABLISHED CONSERVATIVE PARTY, COMMUNISTS LISTEN RAPTLY TO TOGLIATTI AS PHOTOGRAPHER GENE COOK CATCHES THEM IN ROME DISTRICT MEETING

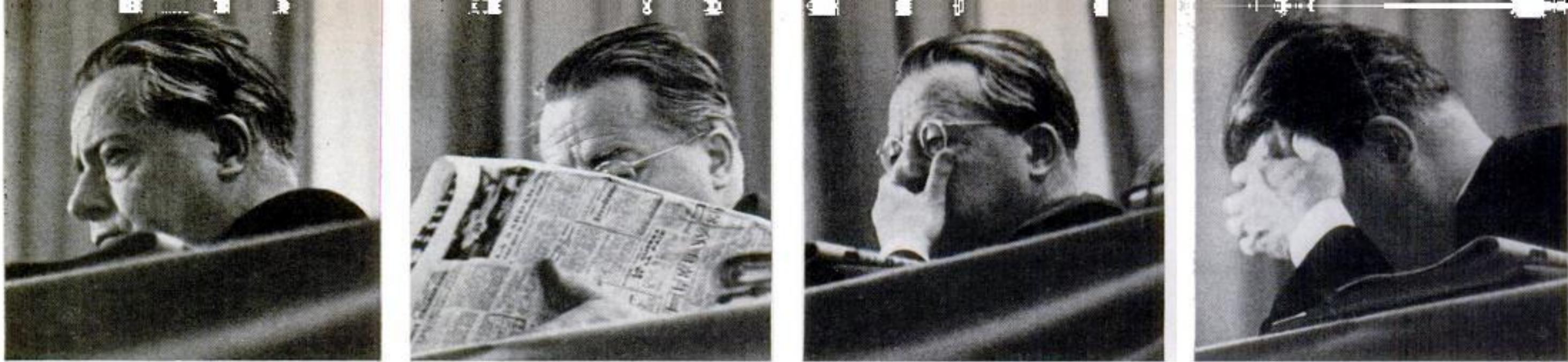
white—were braced for a wild battle on the floor below. When the late Christian Democratic Prime Minister de Gasperi had finished his earnest argument reaffirming the treaty, Togliatti, in his quietly insinuating tone of patient reasonableness, delivered the Communist reply. He thanked the Honorable de Gasperi for having noted that 45,349,221 out of Italy's 45,526,750 people were "Catholics"—since these figures conclusively demonstrated that most of the four million Communist votes in the last election were cast by members of the Church. With pious outrage he reminded the Christian Democrats: "The Catholic conscience is not a monopoly of your party." Solemnly he concluded, "Faithful to the dogma of proletarian unity, we do not want any conflict opened between Communist and Socialist workers on the one hand and Catholic workers on the other." And so the Communist parliamentary bloc

voted solidly in favor of state recognition of Catholicism; Christian Democrats, stout gladiators all, were left to stand brave and alone in an arena where no beast appeared; and near me in the gallery, the representative of the Vatican's *Osservatore Romano* ground his teeth in such rage that he lost a gold filling.

A decade of such Communist behavior has served purposes more serious than mere show of parliamentary cunning. First: from the outset the way was opened to participate in the government at least for long enough to allow deep Communist infiltration (and the three years 1944-47 served amply). Second: no crude Soviet tactics were allowed to disrupt the action pact binding the Socialist party of Pietro Nenni to Communist policy. Third: no act or doctrine was allowed to impede the Communist drive for strength in the deeply Catholic south (and in seven

years, in an area so alien as Sicily, the Communist vote has climbed from 7.9% to 21.8%). Finally: the party—above all—has had to be free from any legal hindrance to perfect its political machinery. The power of that machinery was measured—to the dismay of the Western world—in last year's national elections: 6.2 million Communist votes (1.8 million more than in 1946), plus 3.5 million votes to the Socialist party of the obedient Nenni, for a combined 35.5% of the electorate. In rude political terms, the Communist left thus had struck to within about one million votes of national power.

THE men whose diligent toil has forged this strength have their headquarters in a solemn red stucco building on Rome's Via delle Botteghe Oscure. It is but a short block from the great baroque church of Gesu, the first church of the Jesuit order, the burial



AS HOURS OF ORATORY DRAG ON AT RED MEETING, TOGLIATTI LISTENS, READS HIS PAPER—AND SHOWS EFFECTS OF SICKNESS AND ASSASSIN'S WOUNDS

ITALY CONTINUED

place of St. Ignatius Loyola. And the men in the big red building work with a fervor rarely witnessed in the Christian world since Reformation and Counter Reformation.

The strongest and ablest of these men deserve to be known at least by name to all who care what happens to Italy. There is 51-year-old Pietro Secchia, the burly vice secretary in charge of party organization who years ago defined his goal: "A Communist section for every church tower in Italy." There is 54-year-old Luigi Longo, also vice secretary: tall, dark and sullen, a veteran of the Spanish Civil War's International Brigade and onetime deputy commander of Italian partisan armies in northern Italy; today he commands the party's paramilitary underground. There is 61-year-old Giuseppe di Vittorio, the steel-jawed boss of some 3.5 million workers in the Communist CGIL trade union—the utterly indispensable political militia of the party.

Towering over these aides—and all the 360,000 Communists who hold some kind of office in the party's labyrinthine bureaucracy—there remains always and alone the figure of Togliatti. He was born in Genoa on Palm Sunday 61 years ago of poor and pious parents who baptized him Palmiro in honor of the holy day. His father was a lowly paid government bookkeeper and his early years were lived on a street of Genoa aptly named the Via Albergo dei Poveri. A scholarship helped him through Turin University (where his studies included ecclesiastical law and where he once delivered a lecture on the Twelve Tables of Moses to priests of the university seminary). By 1921 his ambition had turned from law to journalism, his politics from socialism to the newborn Communist party. Jailed twice by the Fascists, he fled to France to escape the wave of arrests in 1926; his own talent and the liquidation of so many of his colleagues made him now the top Italian Communist at large. The years of conspiracy and exile that followed have been summed up by *Pravda* as "18 years in Moscow," but the tireless young revolutionary was in fact moving all over Europe: Paris (to cement French Communist ties with Moscow), Brussels (to organize a congress denouncing the invasion of Abyssinia), Madrid (where he narrowly escaped death in the closing weeks of the Spanish Civil War). Back in Moscow, Togliatti was charged with the Comintern's Mediterranean section, daily broadcast over Radio Moscow to the Italian people during World War II.

In neither person nor speech does Togliatti suggest the dictator. His oratory is even and undramatic, tightly reasoned and softly spoken. (His favorite sources for quotations include Dante, the Bible, Abraham Lincoln.) In Moscow he won nicknames as "The Professor" or "The Lawyer." Too intelligent not to have feared or scorned some of what he saw of Soviet Communism, he has long since become the Communist careerist who can smother all doubts with the practical question he used to ask ex-Communist Ignazio Silone: "How do those who have broken away from the party end up?" So he remains steadily on course, untroubled by heresy, calm in crisis. In July 1948, when his would-be assassin at the doors of parliament fired three bullets into his chest and neck, he stoically advised the Communist deputy helping him onto a stretcher, "Be calm, be calm. Don't lose your head." When French Communist Jacques Duclos was arrested for his role in Paris street demonstrations, "The Lawyer" murmured unsympathetically to some visiting French journalists, "Far be it from me to criticize . . . but I do think it useless to risk the future of the working class over street incidents."

Today the leading Communist of the Western world has changed a bit from earlier years. The assassination attempt

permanently injured one lung; the wounds encouraged the onset of diabetes. Then in 1950 came a near-fatal automobile accident requiring delicate brain surgery. Since then he consents to a month's summer rest in the mountains, rations his once fabulous energy more prudently. Security precautions have tightened too, and few of his closest aides know where he is living at any time. He reads voraciously, tries often to see a Sunday football match, occasionally bowls or plays a card game called *scapone*. Still, he has taken a new mistress, the while leading his party to the summit of its power.

The political machine designed by Togliatti and his dedicated men has but one true description. It is a state-within-a-state: complete, self-contained, astonishingly near sovereignty. The government of this Italian Communist state (see chart page 98) signifies the traditional Communist cell system applied on national, regional and local levels with a passion for tight personal control. The intensity of this passion reveals itself most plainly in the roles assigned the 139,781 "collectors" charged with the groups of 10. Pietro Secchia has described the collector as "the fundamental link in the chain of the party." At the last party congress he carefully defined the collector's job: "to summon his comrades to cell meetings, to check their reasons for absenteeism, to ensure that they have tasks to do and that they are done. He must watch if his comrades read the party press, pay their dues, study, take active part in the union and in other mass organizations. He is charged to know, to know personally, for example, why Enrico no longer wants a party card, why Francesco has not yet renewed his or 'who is this Mario' who has asked to enter the party."

Government is, of course, only a part of a state and this Communist state has all the rest. Here are all the emotional paraphernalia of "statehood": flag, anthem, history, lore and heroes. Yet more substantial are what the party calls parallel organizations—the myriad institutions of which human society itself is made. A typical province boasts not only the unions of workers, the cooperatives, the youth and women's organizations, the party press—but also legal aid service, sports, veterans' organizations, and blood donors—all Communist planned and directed.

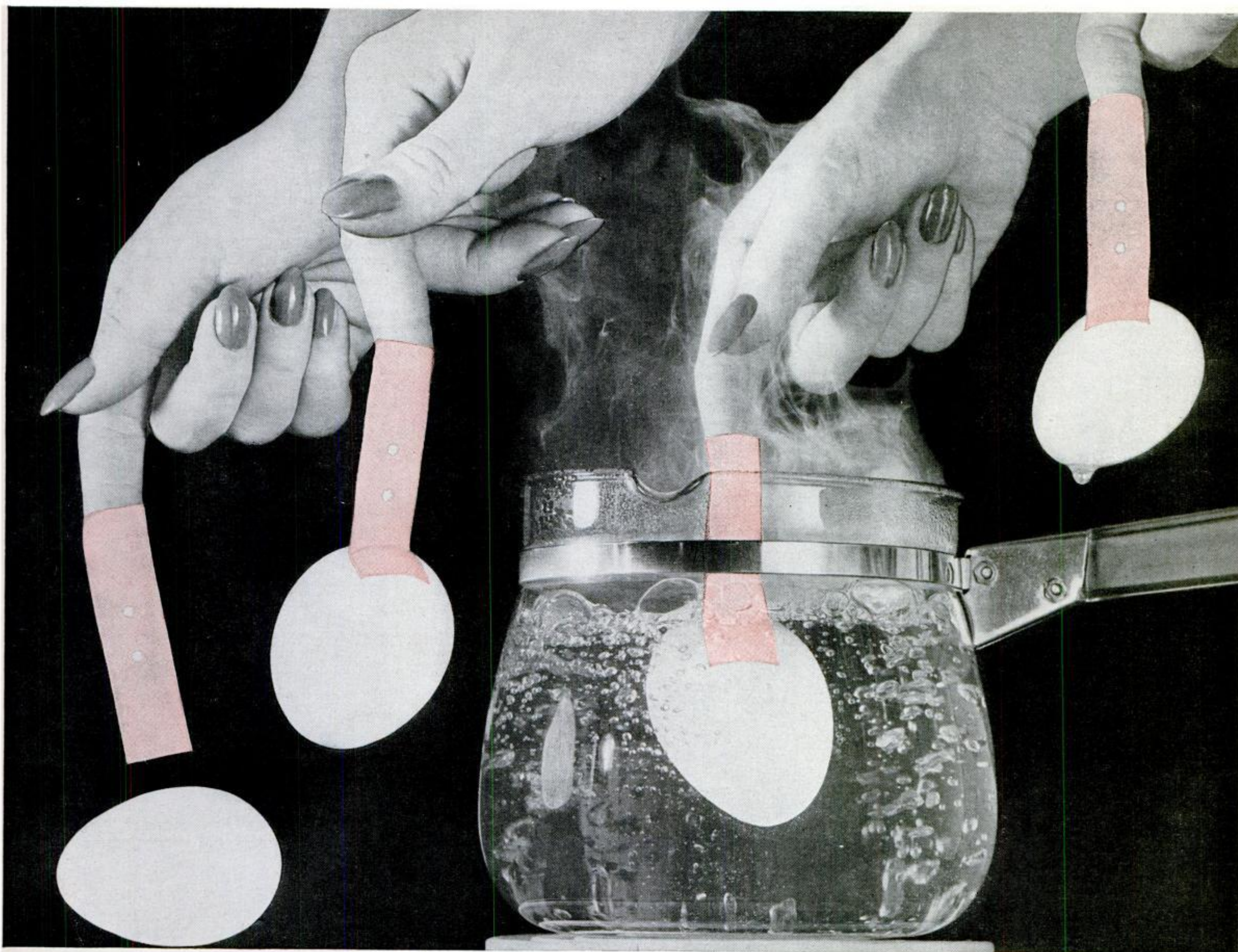
More intensely than even the average modern state, Italian Communism broods over the training of its future citizens: today one of the top tasks of the party is that of communizing the Communists. Three national schools (at Como, Bologna and Rome) offer functionaries intensive courses averaging six months in length. A network of local schools teach less exalted local officials how to make speeches, heckle enemy rallies, make social contacts on trains or in cafes. Tens of thousands of correspondence courses are taken by the humble faithful to learn the catechism of the Communist creed.

The key purpose of these schools is more psychological than doctrinal: to inspire an attitude of *vigilanza rivoluzionaria*. As a party text says, "One obstacle that must be destroyed is that sentimentalism which makes a comrade say: how is it possible to suspect a friend, an old comrade? . . . Every Communist must know the party comes before every bond of affection and friendship." To rule the most elemental thought processes, all Communist schools scrupulously teach a special vocabulary scarcely comprehensible to the uninitiated: "to responsabilize (*responsabilizzare*)" means to determine political responsibility; "to calendarize (*calendarizzare*)" means to plot the time to be devoted to each party activity; "to make a broad action (*fare un'azione larga*)" means to try to persuade the enemy; and "to touch the women (*toccare le donne*)" means to carry a propaganda campaign to the wives and daughters. All such learning is absorbed in an atmosphere



TRAINEES for top Comintern jobs met in Moscow in 1935. Togliatti sat in the front row, center. Other students did well too: Klement Gottwald (standing, left) became Red boss of Czechoslovakia; Wilhelm Pieck (standing, right) heads East Germany; Georgi Dimitrov (seated, left) was the Red boss of Bulgaria until his death in 1949.

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RECREATION HALL where workers sip aperitifs beneath propaganda mural is part of Milan's

Communist social center. Showpiece of Red paternalism, center has apartments, cafe, music room.

BELIEVERS' REWARD:

The Italian Communists' state-within-a-state flourishes nowhere more impressively than in the great northern industrial center of Milan. In recent decades the Milanese worker has listened to, and sometimes heeded, the blandishments of fascists, monarchists and Church, but always he has remained the victim of poor living conditions, low wages, inadequate education, scant medical care and inefficient local political administration. To each of these the Communist party has provided a pat and often convincing answer, as these photographs taken for LIFE by James Whitmore show. The Red answers include a flashy cooperative housing project, forceful labor unionism, cooperative



WORKERS' WALTZES are regularly given. Here members dance to accordion, piano, guitar.

ITALY CONTINUED

heavy with the incense and ritual of "self-criticism," which means public confession. The rite is repeated in every classroom: students are regularly called upon to accuse a comrade who is present of evidences of *deviazioni* shown in some casual private conversation; the accused responds with a confession whose worth is measured by the tone of humility observed; finally full pardon is granted by the *collettivo* to the penitent.

How is this Communist state financed? The declared annual expenses of the Central Committee alone average about \$2.5 million, but the total cost of national operations, year in and year out, reaches a sum of about \$45 million. (The U.S., 20 times richer, scarcely spends that much on all its political activity, national and local.) Taxes are heavy. They begin with the membership cards selling for a dime and the monthly stamps sold according to the citizen's income. All Communists holding jobs in mass organizations that are outside the party are expected to donate as much as one third of their salary to the cause. Communist members of parliament contribute nearly \$1 million annually. A kind of corporation tax is collected in the form of contributions from firms engaged in East-West trade. Still more

important is the party's own commercial network: ownership of hundreds of cooperatives, concealed holdings in numberless business enterprises. Finally, there is the immensely lucrative "kickback" system on contracts awarded by Communist-run city governments. If all this fails to meet the budget, there remains the diplomatic pouch from Moscow—the Soviet "Marshall Plan" that has no cutoff date.

Schools and taxes, courts and confessionals, lectures and dances, football and blood-donating—there is a full life for citizens of the Communist state. For thousands this is a more intimately exciting life than any enjoyed by their fathers in pre-Communist Italian society. Into the remotest mountain villages accessible only by mule track, into the dirtiest dust-choked town of impoverished Calabria, the tireless party missionaries carry the gospel with all its symbols and promises of salvation, and with a new fraternity, a stirring strength, a vague but exhilarating hope of being able to move history itself.

HOW could all this have come to pass in Italy? One man is singularly qualified to suggest an answer. "There are three secrets to our success," Palmiro Togliatti once remarked. "The first is history. The second is ability. The third is our enemy's mistakes."

This crisp lecture by "The Professor" is dispassionately accurate.

SENSE OF BELONGING

stores, a party-run school, a medical clinic and finally, where the party has gained municipal power, local administration that looks, from the outside at least, clean and efficient.

But, Hughes writes, as important as all of these material answers themselves is the fact that the members enjoy them *together*. For the party offers, to tens of thousands, a new sense of belonging. One word permeates its gospel: *we*. "We have won 143 seats in Italy's parliament. We have given warning to the American warmongers. We have toppled the reactionary French cabinet. We have won city elections in the south. We have struck for a living wage in the north. We have captured Dienbienphu."



FREE LECTURE interrupts dance at left. This one is on the Peoples' sports program in Hungary.



PROLETARIAN ART in the land of Giotto and Da Vinci is discussed by workers visiting studio of

Communist Painter, Gabriele Mucchi (foreground). Painting depicts worker bidding his wife goodbye.



DAY SCHOOL is operated for offspring of Communist parents who can afford the tuition of \$96.



WORKOUTS are also sponsored by party. Here Red soccer players exercise in a party gymnasium.

History indeed ranks as first cause, and the fascist decades alone explain much of the strange tragedy. They explain above all the trembling uncertainty of Italian parliamentary government today. In an assembly of 590 deputies, only a few major party leaders ever have had occasion to learn even how to draft a resolution or how to deliver a coherent speech from the floor. In such a parliament, trained Communist tacticians can almost throttle government itself by ingeniously prolonged debate on routine budgets, by wordy but wily polemics on an endless list of fancied grievances.

Out of the fascist night, too, came that darkening fear of police power which has made Italian democrats so pathetically shy of stern anti-Communist action. This largely explains why Italy's democrats, over the recent years, have often seemed to fight Communism with all the ferocity of cornered rabbits. This helps to explain how, until a few months ago, the direction of the national radio was left to a known Communist. It explains how the national judiciary can include Communist judges who have enjoined police raids on party offices.

But the history so thankfully cited by Togliatti reaches far deeper into Italy's past. This has been a schizophrenic society, part feudal and part industrial, one part harshly hierarchical, the other an economic jungle. Almost savagely stratified, this has been and remains a society

in which every year thousands of students sweat and starve to finish university, finally to find jobs as waiters and trolley conductors; a society in which (with a few healthy rural exceptions) the only regular association between classes is that which allows servants to bear illegitimate children. Such a society, shaken by the shocks of two world wars, could not fail to need and to welcome a tough, militant party of labor. This is precisely the role so swiftly seized by Togliatti's Communism. The party has no need to shout the cruder nonsense of Marxian dialectic, for it has captured and claimed for itself the sturdy socialist tradition so deep and defiant through all modern Italian history.

Yet more ancient is the simple, awesome *miseria* of the Italian people: hunger, disease and that pitiful ignorance that Stendhal called "centuries of childhood." Here a population greater than France's lives from an agricultural area about two thirds the size of that of France. The world—and America in particular—has choked off the emigration which once allowed the escape of almost 900,000 persons in a single year (a total itself almost one half of all of Italy's unemployed today). Last year a parliamentary commission reported that 3 million Italian families could not afford to buy wine at 15¢ a quart, 4½ million did not taste meat once a year. I know a priest who spends



COMMUNIST BREAKFAST at party canteen is daily routine of Milan worker Giovanni Savoia (second from right). It costs 5½¢; his Red newspaper costs 3½¢.



CAPITALIST LUNCH is subsidized by Savoia's employer, Alfa Romeo, to offset such Communist benefits. But Savoia, a paint sprayer, remains in the party.

ITALY CONTINUED

much of his life among Roman workers, and he says: "What I hear brings tears from the heart. God and Christ? Of course most of them believe. . . . But you are Communist? Yes, Father, and do you know why? Because I want a family. I can afford the prostitutes once in a while, but not a family and children without steady work. The Church tells me to have the family, but will it pay the bills?"

There is spoken part of the answer to the question: how could all this come to pass in "Catholic" Italy? Another essential fact is that Italy is not quite so Catholic as it might seem. Polls and ecclesiastical records reveal, for example, such facts as: less than 10% of the professional class in bustling Milan regularly attends Mass; not more than one third of Rome's population goes to church on Sundays. Italy's priesthood is miserably supported by the people, and its numbers have been declining for more than 70 years.

History helps explain why the Vatican's forceful excommunication of Communists in 1949 struck with such relatively little impact in Italy. One need only remember when Italy became a nation in 1870: Garibaldi's "patriot" armies storming Rome's Porta Pia, the Pope becoming an angry "prisoner" in his enclave, Mazzini lashing the Vatican as "that gigantic ruin"—and the Pope excommunicating the heroes of Italian nationhood. The lusty political war between papal and secular powers in Italy has, century upon century, been vivid and exuberant: it was almost 200 years before any Reformation when Bernabò of Milan greeted papal legates bearing his excommunication by forcing them to eat the bulls—parchment, cords, lead seals and all.

All this is part of the history of his country that Togliatti, like any Italian, has sensed and, like no other Italian, has exploited. Today the Reddest region of Italy—Emilia-Romagna—generally fits a section of the once powerful Papal States, which could never command the lasting loyalty of the people.

Out of the full and furious sweep of 2,000 years of greatness and tragedy have come certain qualities of the Italian mood and character which a Togliatti can easily exploit. Born of the ages is Italy's peculiarly tolerant, worldly view of intellectual conflict. Not wholly unlike the Renaissance Pope who happily patronized pagan art is the modern Italian democrat who sees no reason why he should not have amiable relations with Communists, male or female, provided only that they are always *simpatici*. A people singularly free of any philosophic tradition comparable to the English or the German, Italians tend to abhor mere abstractions—especially words like "liberty" and "democracy." A pragmatic respect for whatever works encourages an allegiance to whoever wins or is likely to win. Sheer power is immensely persuasive: success can seem almost morally conclusive.

Against this historic background one can see the outline of what Togliatti cited as the other great source of Communist strength: "The enemy's mistakes."

Clearer of all is the irresponsible behavior of a conspicuous part of Italy's upper classes—aristocrats of land, wealth or title—who have met a time of matchless crisis with matchless cowardice. The jeweled glitter of the Roman world—its Via Veneto cafes and cabarets, racing Ferraris and Alfa Romeos, gowns by Zecca and Fontana—obsesses and blinds such people. Among them are some whose foolish cunning impels them to try buying political insurance by contributing to the Communist party. Among them, too, are some

industrialists who prefer to deal with Communists rather than free trade unions in their plants—for is it not the Communists who can cause the most damaging strikes?

Such "leaders" of Italian society are probably beyond cure or change. Fortunately they no longer perfectly rule or typify the Italian business world. Although Italy has never developed a strong middle class and although Italian business has been more conspicuous for fostering good technique than displaying good morals, the latter are beginning to play a new role in business thinking. This fact has become sufficiently apparent to worry Communist leaders, one of whom recently lamented that some industrialists were introducing "new human relations" into their factories. There are, indeed, few things the party would fear so seriously as the emergence of a truly intelligent, competitive and responsible managerial class. Already some Italian industries, notably the textiles and Pirelli rubber, show such healthy marks, while generous capitalistic paternalism—free hospitalization, company-paid vacations, low-cost housing—has been highly developed by industrialists like Olivetti and Marzotto. And among landed aristocrats (many of whom are not very landed any more) there do today appear men like young Baron Bettino Ricasoli, great-grandson of one of Italy's first prime ministers, who is the leader of a group of Tuscan landlords which has drawn up a plan to rehabilitate the countryside along modern lines. All such individuals and industries are new and striking contrasts to the heedless and witless rich of whom one Christian Democratic leader said to me angrily, "I know the place for these people—a clean, well-lighted cell."

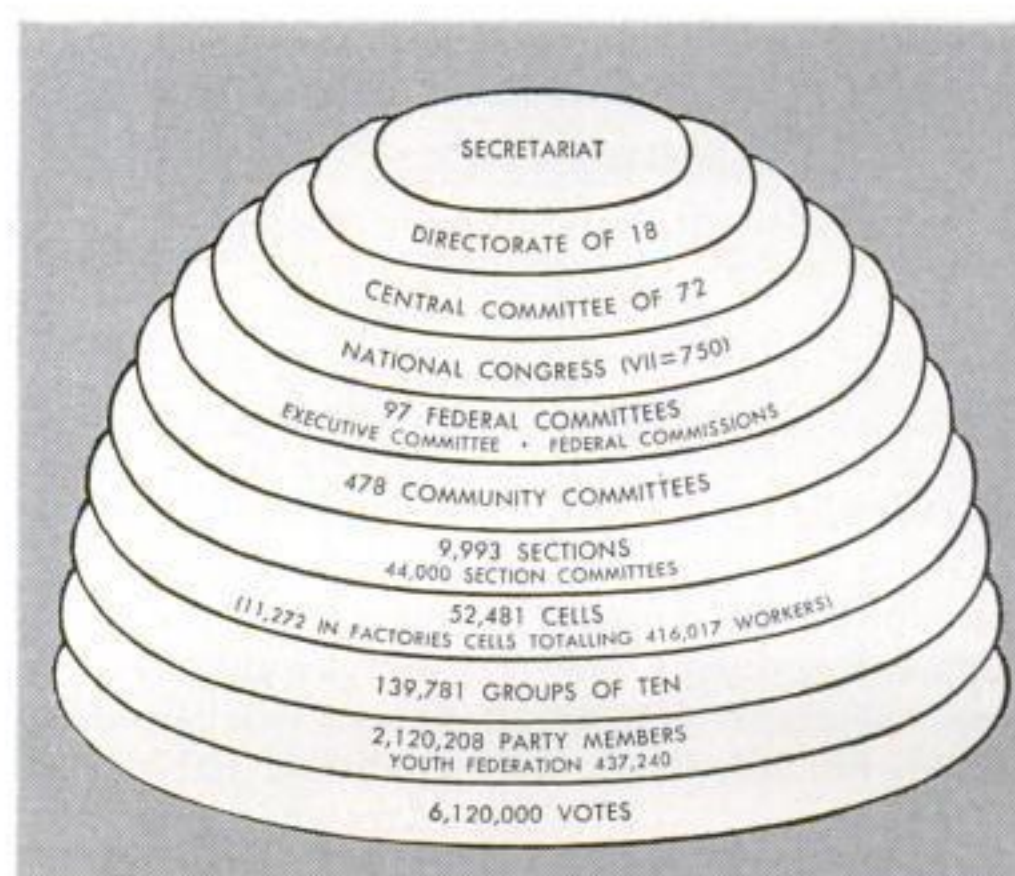
Still at liberty to discredit and endanger Italy, these citizens were tersely described to me by a cabinet minister: "They will either pay some taxes—or give some contribution to a Democratic party in the government—but never both." This treachery helps to make the labors of Italy's Democratic center parties (Christian Democrats, Social Democrats, Republicans, Liberals) a wearying task. To match the Communist party's yearly resources of \$45 million, even the Christian Democrats rarely have as much as one tenth that sum, the

Social Democrats rarely one hundredth. In Milan, Italy's roaring industrial capital, the Social Democratic trade unions must operate on a monthly budget of \$800. In Rome a few weeks ago the Liberal party headquarters was threatened with confiscation of its typewriters if it did not pay its phone bill. These are pitiful problems to oppress the minds of men struggling to make Italy a land of freedom and progress.

But the anti-Communist failure—the democratic "mistake"—in which Togliatti has been able most to rejoice has been far deeper and sadder than all these. It has been the shallow notion that economic reform alone could thwart the Communists. This strange notion is part of the materialism of modern democracy and its impotence would be laughable if it were not tragic.

The failure of "economics alone" to curb Communism can now be seen across Italy. It can be read through all the south of Italy: hundreds of thousands of hec-

tares have been distributed under Italy's first great land reform—and the Communist vote has climbed without respite. No region of Italy numbers more independent, prosperous farmers than Tuscany—and its postwar record of Communist support is perfectly unbroken. As an American economist acidly summed up the scene, "The trend is good. The situation is terrible."



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ITALY CONTINUED

The crucial truth is that neither the psychological appeal nor the political power of the Communist party can be defeated, simply and automatically, by generous social legislation.

I recently spent a week in the depressed northern province of Ferrara. Here one sees the truth written large and clear.

Famed for its decades of Renaissance glory under the Este family, Ferrara today is a sleepy provincial capital of a little more than 100,000 population. The province was the most enthusiastically fascist of Italy. It is the second most enthusiastically Communist area today.

In Ferrara's city hall—the Este palace where Lucrezia Borgia happily confounded vicious Roman gossips by being a splendid mother and wife—a trim 41-year-old Communist woman, a former schoolteacher, quietly presides as mayor. Has land reform shaken the Communist party's strength? Not in the slightest. Her party has persuaded the province's *braccianti* (laborers) that 1) only Communist pressure exacted this meager help and 2) a Communist government would have been more generous... Why have not Christian Democratic leaders been able to counter this deceit in their propaganda? The truth is that land reform has cost them much of the means to make such propaganda—for indignant landowners are helping to punish Centrist parties by bankrupting them... But does not this poor provincial town's need for national help in building an aqueduct give the Rome government another kind of chance to prove its goodwill? Not at all. As a Ferrarese citizen sadly confessed, "It is very simple. If Rome helps bring water to that poor slum section our mayor will credit it to her administration. If Rome cannot find the money, it will be cited as proof that Ferrara is being punished for being Communist."

From the city's medieval gates, the flat land to the east stretches monotonously to the Adriatic, its below-sea-level surface neatly checkered with dikes and canals. Midway to the sea, two little villages give another quiet lesson in Red strategy. In one, Iolanda di Savoia, the *braccianti* average a high \$900 per year. In the adjoining one, Massa Fiscaglia, desperately poor day laborers struggle through the year with an average of \$250. Both areas are overwhelmingly Communist. The second is so in sheer desperation. The first is so because the local Communist organization efficiently ensures that no workers stray over from Massa Fiscaglia to depress local wages by competing for jobs. This sort of politics is precisely what Secchia meant when he told the last party congress: "It is necessary that all our organizers make greater effort to take initiatives that are different and not everywhere uniform."

At the end of the flat road running east to the Adriatic lies a kind of Venice no tourist ever sees. Fifty miles south of Venice, the town of Comacchio is built Venice-style upon the water. Centuries ago it was settled largely by Oriental slaves fleeing Venice, and the population of some 20,000 today speaks a dialect unique in Italy. Comacchio is famous for having the nation's highest incidence rates for tuberculosis, chronic rheumatism and incest. When I inquired into the politics of this poverty-ridden town, a friend explained: "It is not quite Communist-controlled. It is *too* poor for the Communists yet to care much. Of course, given some help—work, maybe some decent homes—then the party will go to work and it will be solidly Communist for the future."

By the time that happens—if it does—to all the Comacchios of Italy, there will, of course, be nothing left to save in this land.

THE final paradox, at the end of this decade's history of this land of fabulous paradox, is this: no such Communist catastrophe is imminent nor even likely in the foreseeable future. How—in the light of Communist power and democratic failings—can this yet be so?

A little incident contains a telling clue. I know a Tuscan landowner who one day last year asked his foreman why he remained so stubbornly Communist: "You know as well as I do that if the Communists ever came to power, they would wreck most of what you love—your church, your freedom, your land itself." The swift "Communist" answer was: "Of course—but we count upon *signori* like yourself to see that no such thing happens."

The strange allegiance of such men as this explains a vast amount of Italian Communism's momentary strength—and its deeply abiding weakness. Such men vote Communist not because they seriously seek the Communist state—nor simply to record an academic "protest" against national life in general—but because Communist strength has seemed *practically rewarding*. It has seemed to reward thousands who doubt whether, without the Communist threat, an Italian government would have ventured any kind of land reform. It has rewarded CGIL workers who have found their union to be the toughest champion of better wages. It

CONTINUED ON PAGE 102

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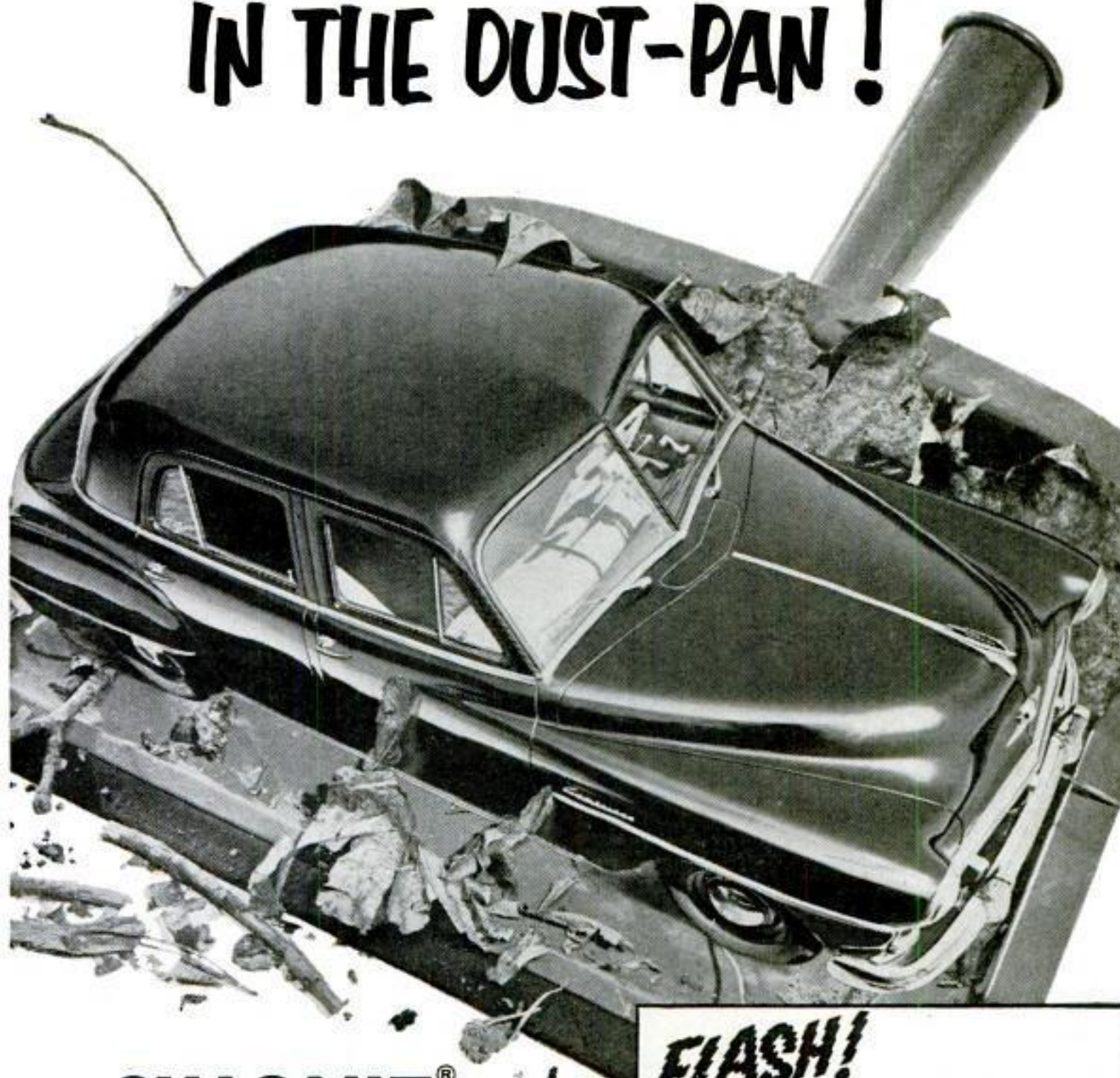
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ITALY CONTINUED

has rewarded striking peasants who have no other organized leadership. All this signifies the precarious allegiance of expediency—and it explains the frenzied Communist effort to press its campaign to "Communistize the Communists."

No less striking is the paradoxical truth that the very suppleness and cunning of Togliatti's Communism are measures of its central weakness. It would not have been necessary for Communist deputies to vote so slyly for the Lateran Pact—if Togliatti did not know perfectly well that he must sacrifice any Communist doctrine to avoid direct, total conflict with the Church. It would not be necessary for Togliatti to issue his shrewd yet preposterous tributes to private property—if he did not know that anything resembling collectivization would be hated and fought by virtually all Italians. All this denaturing of Communist doctrine has proved politically expedient and profitable. But it has proved even more profoundly that Communism still is incapable of making an honest and successful appeal to any free people. As Prime Minister Mario Scelba has said, "The cause of freedom is still in the hands of free men. Against six million Communist votes still stand the votes of 22 million citizens who have not voted Communist."



PREMIER SCELBA

There are also, in this summer of 1954, sharper signs than have been seen for years of new wisdom and purposefulness in Italy's democratic leadership. These signs can be read accurately enough in the characters and roles of three men.

PRIME MINISTER MARIO SCELBA: A stocky, tough-minded 53-year-old Sicilian lawyer and politician, Scelba has been the target of the Communists' most savage and silly invective ever since, as Alcide de



CARDINAL LERCARO

Gasperi's minister of the interior, he reorganized the police into a force which the party has never dared challenge openly. Now six months in office he has been able—thanks in part to the support of Social Democratic Vice Premier Giuseppe Saragat—to weld Christian Democrats and other central parties into an effective alliance. Forcing Communists to vacate state-owned properties, driving them from administrative foxholes dug inside the government years ago, readying Italy's first tough tax-reform in decades, Scelba has given the national government a quality of

courage and coherence that seemed utterly absent six months ago. **GIACOMO CARDINAL LERCARO:** Gracious, tireless and intelligent, the Cardinal Archbishop of Bologna has, in the space of two years, become the most formidable opponent whom Togliatti's lieutenants have ever met in this traditional center of Red strength. Zealously visiting the humblest villages and largest prisons and foulest slums in his province, Cardinal Lercaro has applied the precept: "If the people will not come to the Church, the Church must go to the people." Expanding his orphanages, building homes for the homeless, this prince of the Church has given Bologna's Communists a disconcerting lesson in Christianity—and their strength has shown its first signs of decline.

AMINTORE FANFANI: One of the last acts of the great former Prime Minister de Gasperi was to see to it that Fanfani, a 46-year-old Tuscan professor and politician, was elected secretary, and in effect leader, of the Christian Democratic party. Even if a heart attack had not tragically removed De Gasperi from the scene so soon, the selection of Fanfani would have been an excellent one. Fanfani is a worthy successor. Heading a Christian Democratic group known as Democratic Initiative, closely allied to the leftward-looking Catholic Action's youth, "young" Fanfani promises a party spurning political flirtations with the extreme right, appealing strenuously to Italian youth, pressing social legislation with greater force than the republic has yet known. But most important is the fact that Fanfani is keenly alive to the central failure of Italian democracy to date—the failure to fight Communism's political

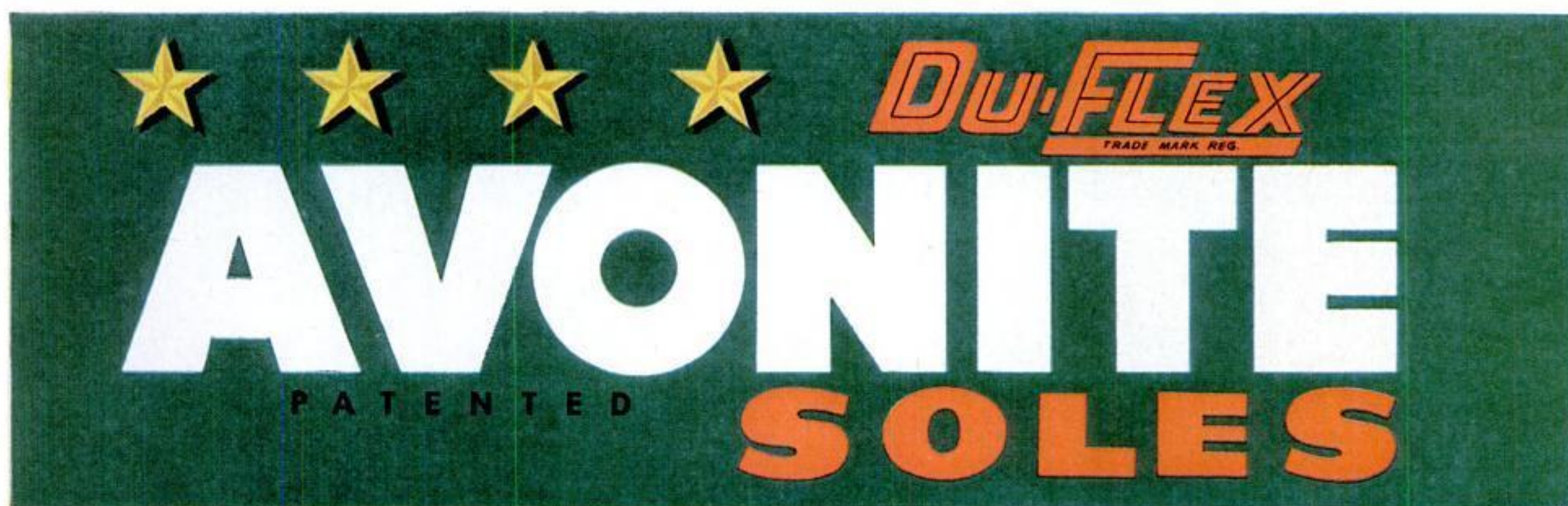


SECRETARY FANFANI

CONTINUED ON PAGE 105



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ITALY CONTINUED

machine with an equally effective democratic organization. So obsessed is he with this clearly perceived need that he talks of "propaganda" and "activists" with an insistent fervor hitherto reserved to the Communists alone.

How can the U.S. help these men and the things for which they stand?

The actions which America can take *directly* are few and obvious. It will help to continue to place in Italy substantial offshore-procurement contracts. It will help to fulfill, at long last, the promised settlement of the Trieste territory. It will help to continue pressing to demand a reasonably anti-Communist performance on the part of the management of factories receiving U.S. contracts. It will help to continue reminding Italian democrats that they need not prove their expansive love of freedom by their tolerance of Communist penetration of their government. It will help to remind them—whether the advice pleases or not—that no amount of U.S. aid can buy them a reprieve from their own tough responsibilities, their own job of outfighting and outwitting the dedicated leaders of Italian Communism.

But probably the greatest help which the U.S. can extend to Italy lies in waging a more successful struggle against Communism generally throughout the world. It will be possible to expect and encourage unity, vigor and courage on the part of Italian democratic leaders battling Communism when the Western powers themselves display these virtues in the waging of *their* struggles.

Till such time of ultimate decision, it is well to remember, as Italy's prime minister has recalled, that Italy's people are still free, proudly and rather stubbornly so. And for all the habits of political life and thought that may perplex Americans, few of them will ever gladly yield that freedom, fewer still ever truly believe that Dante and Mazzini belong beside Stalin and Ehrenburg.

'The people will catch up with you'

VAGUELY but persistently, this knowledge troubles the confidence of more than a few loyal Communists. To one of them whom I know well, I once remarked that all their oratory and organization seemed strangely to have a fascist ring that might suggest an ultimate fascist fate. The Communist answered wryly, a bit sadly, "It is strange. Only the other day I had a long talk with a fascist I have known for years, and do you know what he said? He said, 'I feel sorry for you in a way.' He explained, 'You are just as sure that you are right as we were 25 years ago. I think you are just as sincere and just as full of grand plans. But you make the same mistake: you forget that you cannot make a society, at least in Italy, no matter how good your plan, without the people, without democracy. The people will catch up with you. Sooner or later. They always do.' " And my Communist friend sighed and lapsed into thoughtful silence.

There is lasting truth here. Sooner or later, it should happen: the people should catch up. It will probably happen when the United States and Western democracy—in political wisdom, precision of purpose and dedication of spirit—catch up with the Union of Soviet Socialist Republics.



ANTIDOTE to the Communist exploitation of poverty is the start which has been made on land reform by the Christian Democratic administration. Here, in the region of Calabria, the names of new landowners are drawn from boxes.



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DOUSING Bugler-Counselor Randy Collinson, grinning campers Neil Dobry and "Sparky" Kennedy give last day of camp an early start with watery dawn raid.

Boys Rule the Roost on Camp's Last Day

COUNSELORS GET SOAPED, SUNK

Eying their dauntless counselors as the last day of camp drew near, the boys at the YMCA's Camp Classen in Davis, Okla. gleefully catcalled, "Man, are we going to smear you." This was no hollow threat. On the day itself the camp directors held a farewell carnival and allowed the boys to bid for the right to play tricks on their elders, like plastering them with shaving soap or dunking them fully clothed in the lake. But before all the clamorous bids were in the campers popped up with some unpredicted high jinks of their own, soaking the camp's reveille blower and cajoling an instructor into shucking saddles and cooling off the camp's horses. When it was all over a wistful 10-year-old watched his counselor slosh back from a plank-walk dunking and called, "Do it again, do it again."



SMEARING Camp Director Maynard Blackwood with shaving soap becomes fair game for all campers who paid 25¢. Money went into a special YMCA fund.



FUN IN THE WATER includes a human fish act (*above*) by counselor-in-training Dick Crosley, who swam hard enough against the line attached to his belt to break the line after 48 minutes, and a horse aquacade (*below*) staged by the camp's riding class, who took their horses for a bareback swim in the lake.



"SPARKY" KENNEDY SAWS PLANK TO PLUNGE DIRECTOR TO THE DRINK —





WHASH UFF, DOC?

For centuries the placid and prolific rabbit has been subjected to odd experiments, from observing blood in its translucent ears to the effects of hormones on its resistance to stress and strain. Recently Drs. Lucien Bavetta and Joseph Schurter of the University of Southern California found an even stranger use. They made up tiny braces and applied them to the teeth of two groups of rabbits. One group had eaten normally since

birth. The other lacked protein in infancy. In the first group, as the teeth moved, new bone grew around the roots to hold them. But in the second group the jawbone was damaged—revealing that the braces are harmful when diet has been poor. The discovery also made a funny picture. A rabbit with braces has to have its teeth brushed, and when this happens it looks just like Bugs Bunny, Doc, with a mouthful of trouble.

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